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HARDWARE AGE

THE HARDWARE DEALERS' MAGAZINE

PUBLISHED EVERY OTHER THURSDAY

Contents—Page 5

October 19, 1950

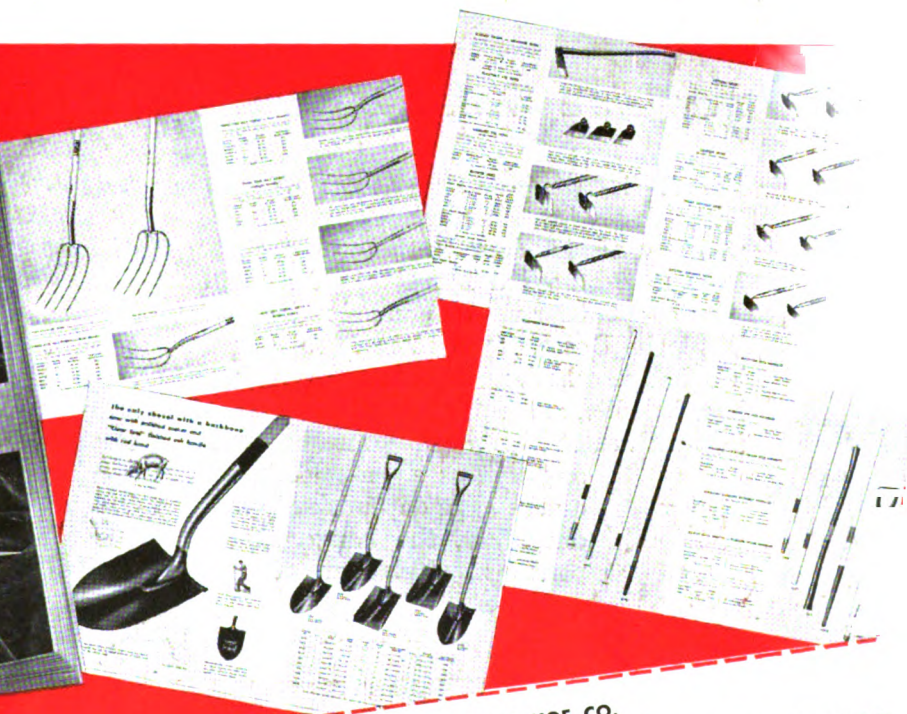
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helps you buy! It helps you sell! **send for free copy**

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graphs and complete specifications of every standard
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se lawn, garden and industrial tools—plus shovels,
and repair handles.

*lies an individual "sales talk" on the use and
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formation your employees need to make them better

tool salesmen. You can also use these sales descriptions in
your newspaper ads and circulars.

Use it to show your customers—how quality tools are
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antee a repaired tool as good as new. Shows all SPEEDLINE
blue-handled tools in actual colors. Helps you to sell.



64 pages of helpful information, specially
prepared for dealers and their salesmen . . .

THE UNION FORK & HOE CO.
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Gentlemen: Please mail immediately, to the below address, your
complete 64-page buying-selling guide for Steel Goods and
Shovels.

Your Name _____

Store Name _____

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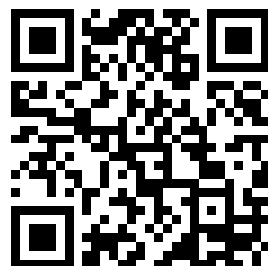
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It's new! Best by actual test!



For Thin Wall Installations and Noiseless Operation

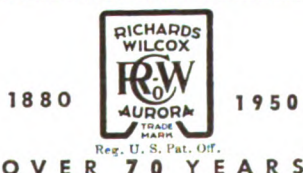
Here it is! The newest hanger and track, by Richards-Wilcox, for the hanging of light-weight vanishing doors in thin wall-pockets built in a standard 2" x 4" studded wall. Also adapted for use on parallel residential Wardrobe Doors, $\frac{3}{4}$ " or more in thickness. The hanger wheel, made of fine-weave cloth base bakelite, and equipped with ball bearings with extra-high finish, gives long wear and insures super-smooth operation. For dependability and durability, the hanger-apron, pendant and plate are of steel,



For further information, write, wire or phone our nearest office.

and weatherproofed with a gray finish.

The track is made of an extra heavy section of hard composition extruded aluminum. Screws for installing the track can be easily inserted. The floor guide is designed so that only rounded surfaces come in contact with the door groove, preventing the guide from scraping the wood and assuring smooth operation. For all interior doors, it's smart and economical to install vanishing doors. Stock and specify No. 1019 SILVER STREAK vanishing door hanger and track, by Richards-Wilcox.



Richards-Wilcox Mfg. Co.


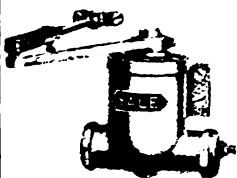
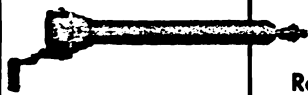

"A HANGER FOR ANY DOOR THAT SLIDES"
AURORA, ILLINOIS, U.S.A.

Branches: New York Chicago Boston Philadelphia Cleveland Cincinnati Washington, D. C.
Indianapolis St. Louis New Orleans Des Moines Minneapolis Kansas City
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HOW TO ~~MAKE~~ MORE DOOR CLOSER SALES!

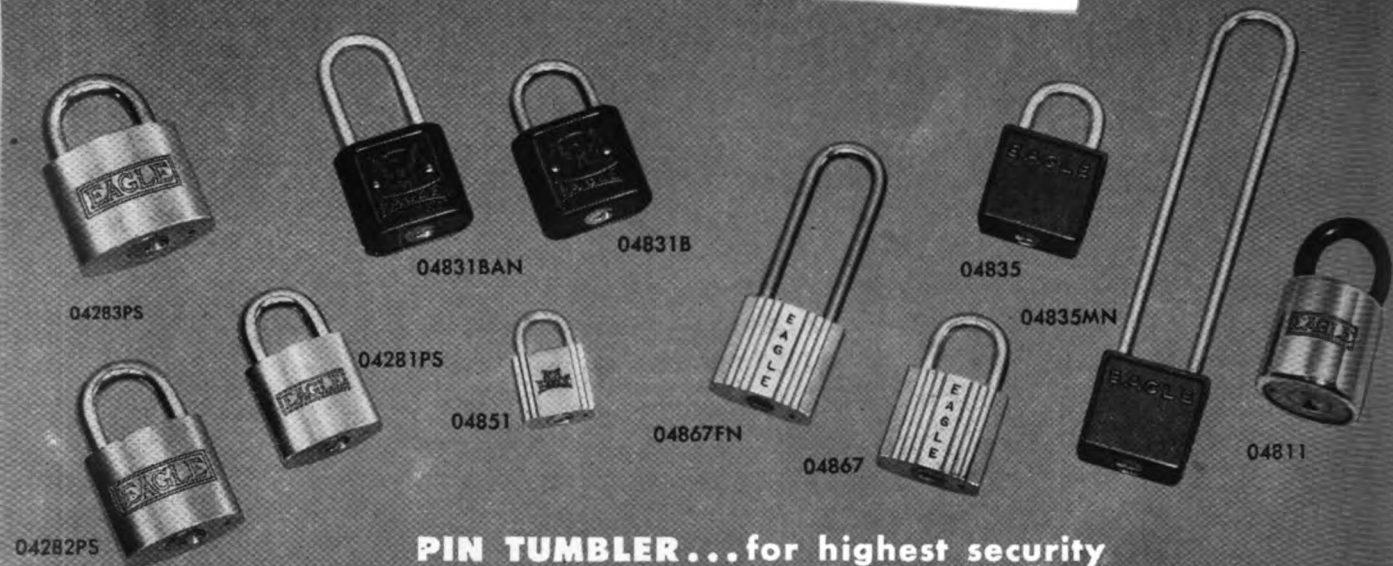
You'll make more with YALE Door Closers, because there's a model for every type of door... sure to satisfy every customer's need.

The chart below is an aid to better service. It helps you recommend the best Door Closer for the purpose. Examine it, and you'll see why YALE makes the door closer sale.

YALE Door Closer	Features	Preferred Installation	Maximum width of Door			
			Interior	Exterior & Vestibule		Closer size
				Open out	Open in	
 COMPACT MODEL	Attractive, compact appearance (no bulk or bulge) Matching stream-lined brackets Reversible Leakproof Powerful Quiet Long-lasting Easy to install and maintain	Closer on door-hinge side	residential	screen	—	92
			2' 8"	storm	—	92
			3' 0"	2' 6"	2' 3"	93
			3' 6"	3' 0"	2' 9"	94
			4' 0"	3' 6"	3' 3"	95
 STANDARD MODEL	Powerful Quiet Long-lasting Easiest to install— —for doors of either hand with- -out change Easy to maintain	Closer on door-hinge side	residential	screen	—	71
			2' 8"	storm	—	72
			3' 0"	2' 6"	2' 3"	73
			3' 6"	3' 0"	2' 9"	74
			4' 0"	3' 6"	3' 3"	75
			5' 0"	4' 0"	3' 9"	76
 506 AIRLINER	Good-looking Pneumatic type Easy to install on doors of either hand, inside or outside Requires only 2" between doors Easy to adjust Adjustable spring completely concealed against dirt and rust	No preference—recommended for screen doors	(On combination doors, use stop to prevent opening beyond 90°)			
 570 SCREEN DOOR CLOSER	Similar to Standard Model Easy to install and adjust No reversing Full-size template spots screw holes quickly	Closer on door-hinge side—recommended for screen and combination doors, light interior doors of residences. Use 1570 for between doors application.	(On combination doors, use stop to prevent opening beyond 90°)			



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STAMFORD, CONN., U. S. A.



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**WARDER AND SECURE LEVER...
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Each Eagle padlock is a standout in its security class. With this complete line of keyed padlocks, you'll satisfy all your customers' needs. Your wholesaler has them for you now.

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HARDWARE AGE

THE HARDWARE DEALERS' MAGAZINE

PUBLISHED EVERY OTHER THURSDAY

Established 1855

Vol. 166, No. 8, October 19, 1950

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on a piece of chain...

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The other day I opened up an ACCO-PAK of 1/4" Proof Coil Chain—put it on my counter. Just left it there—went on about my business.

First man that came in looked at it a minute. Then he couldn't resist dipping in and taking hold of that chain—letting it slip through his fingers—*playing* with it, sort of.

I could see he was trying to think of

some excuse to buy a length of that chain so that he could take it home and put it to work.

You know it didn't seem any time at all till I'd sold the whole 150 feet and opened up another ACCO-PAK.

It's just like the American Chain jobber salesman said. "*Chain is one of those things it pays to keep out where men can see it and get their hands on it.*"

*Sure, I sell **AMERICAN**—the complete chain line*

ACCO

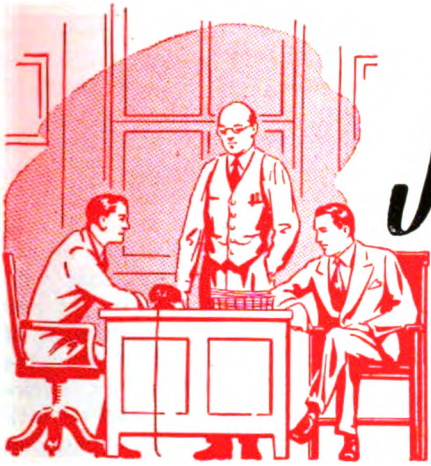
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Just Among Ourselves

Informal Editorial Comments

Two Important Weeks for The Hardware Business

The Atlantic City convention and the New York Hardware Show have passed into history and hardware industry executives are again back at their desks struggling to catch up.

But the experiences of the past two weeks will not be quickly forgotten, for they have been busy and instructive weeks. They have been two weeks of listening, talking and looking hardware. They have been two weeks of trading experiences, becoming familiar with the other fellow's problems, and exploring ways and means of solving mutual problems. These two weeks have been, in short, a period of intensive study of techniques for increasing the flow of hardware goods through the manufacturer-wholesaler-dealer channel.

In retrospect, the Atlantic City meeting was marked with many paradoxes. It was held against a backdrop of tremendous business activity, yet a large share of the conversation at Atlantic City was concerned with merchandise shortages. Too, the meeting demonstrated the vitality and ability of the hardware wholesale trade whose extinction the pessimists have been predicting for 50 years.

Your editors, who are privileged to sit in on many meetings of the hardware trade, were particularly impressed by the down-to-earth quality of the discussions at the meeting, and the frank, sincere manner in which trade problems were explored. Certainly the executives of the two associations deserve great credit for the high calibre and usefulness of the daily programs. And the trade apparently also thought highly of the program, for they turned out in record breaking numbers to attend the meeting.

Your editors were kept extremely busy attending the meetings and preparing the discussions for the printer. We take what is perhaps pardonable pride in being able to present in this issue an extensive report of the subjects discussed at the meeting. That we are able to put this report on your desk so quickly and in such complete form is

due in a large measure to the generous co-operation extended the editors by Art Faubel and Tom Fernley, secretaries, respectively, of AHMA and NWHHA.

The reports of the formal discussions of the meeting begin on page 159. If you were not able to attend the meeting, these are must reading if you want to be informed of what the industry is thinking and doing. If you were at Atlantic City, you, too, can profit by reading the reports and refreshing your memory.

It is especially urgent that dealers read these reports, for every discussion at every meeting had a direct bearing on his interests. The successful dealer is the well informed dealer.

Modern Selling Methods Will Protect the Future

The general feeling of those in attendance at Atlantic City was perhaps best illustrated by the speaker who gave a long list of reasons why he wouldn't advise his son to enter the wholesale hardware business. Then, turning around, he gave a longer list of reasons why the wholesale hardware business was a good one for anyone's son to enter.

There was, wisely, little inclination to forecast future trends at this meeting. Rather, both manufacturers and wholesalers focused attention on ways and means of meeting the varied conditions that might develop.

The vitality of the wholesale trade was amply demonstrated by the alert, penetrating manner in which they weighed various techniques for increasing the efficiency of their operations and for playing a more active role in aiding the dealer increase sales volume.

Important, but seemingly prosaic problems, of types of buildings best suited for warehouses, compensation of salesmen, attracting personnel, sales recording and invoicing methods, etc., were discussed candidly and at length.

Viewpoints on the subjects explored at the

sessions were by no means unanimous. To the contrary, many conflicting opinions were voiced. Yet it is exactly meetings of this type, with a free interchange of experience, that contribute most to the good of the hardware trade as a whole.

The men who arranged the well-balanced program and the men who participated in them deserve great credit for their contributions to the general welfare of the hardware industry.

The New York Hardware Show, which preceded the Atlantic City meeting, gave an important demonstration of how tremendous in scope the future of the hardware business really is. It served as a challenge to dealers and wholesalers alike to take full advantage of the variety, attractiveness, usefulness, and profit possibilities of the merchandise available to hardware outlets.

This challenge is one that must be taken up quickly, and intelligently. The sales and profits represented by the goods on display at the show will not accrue to the dealer without effort on his part. There are dozens of other retail outlets hungry for many of the lines which now pass through the hardware retailer.

The hardware dealer can, and must, protect his interest in this merchandise by using modern selling methods. If the hardware dealer, by failing to use the latest techniques, does not perform an adequate selling job then it is inevitable that a manufacturer will exploit other outlets to an ever increasing degree.

The very fact that so many manufacturers look upon the hardware trade as an efficient and profitable outlet for their products is high praise indeed for the job wholesalers and dealers have been doing. But there can be no relaxation. There must be continual progress in exploiting the latest methods of attracting consumers to the hardware store.

And wholesalers must inevitably play an ever increasing part in this effort; their sphere of activity can not be limited to the simple function of warehousing. The wider facilities and greater organizational depth of the wholesale company must be applied to bring to the dealer the aids he needs to overcome competition. It is axiomatic that the success of a dealer is just as important to the future of a wholesaler as it is to the dealer himself.

Confusion Dominates TV Color Developments

The complete confusion surrounding color television, following the recent FCC announcement, is a prime example of what government regulation of a private industry can lead to. As this is being written the confusion is at a peak and sales of TV sets have slowed down substantially.

Certainly no one can say now, with any degree of assurance, when color broadcasts will be available to a degree that will attract mass looking. For some time to come, as the FCC report suggested, only experimental programs will be available. Estimates of cost of color adapters, etc.,

vary between wide ranges; an organization of retail dealers is planning legal action against the FCC ruling and many large manufacturers have gone on record as refusing to produce CBS color equipment on the grounds that it is impractical. In short, nobody knows anything at this stage.

If you handle TV sets, don't take any action for the next week or two. By that time the confusion will have subsided somewhat. In any event, it does not appear advisable at this time to wipe black and white TV completely out of the nearby picture. However, it is equally true that with color now definitely in the works, buying of new sets will certainly suffer. Against this must be weighed the buying impetus deriving from the prospect of future shortages. The best advice for the time being seems to be to adopt an attitude of watchful waiting until the smoke dies down.

Handicapped Men Make Valuable Employees

It is very likely that hardware wholesalers and retail dealers will again face the manpower shortages that plagued them during World War II. No doubt many managers are planning to employ larger numbers of women and will also draw upon older age groups to obtain the necessary personnel.

There is another source of store and warehouse help that offers unusual opportunities for obtaining efficient, loyal employees. This source is the physically handicapped who, while having some form of disability, still retain all other capabilities. And when it is realized that few occupations in business today require use of all of an employee's physical abilities, it is easy to understand why many companies have found it very worthwhile to employ physically handicapped people.

Many investigations have shown that impaired workers, when assigned to a task selected with their handicap in mind, perform more efficiently than unimpaired workers and actually suffer less disabling injuries on the job than unimpaired workers performing the same job. These studies have also shown that physically handicapped workers give the employer the same quit rate and the same absentee rate as unimpaired employees.

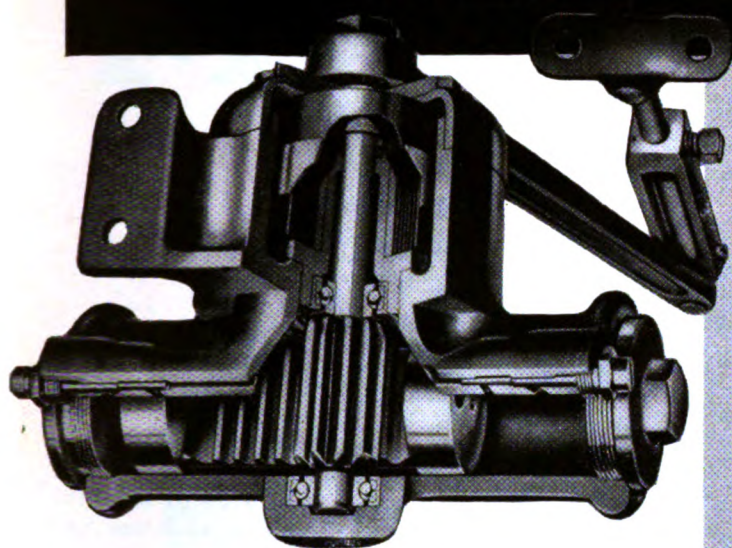
In short, experience has proved that a physically handicapped worker, in a properly selected job, makes an efficient, loyal employee.

Employing an impaired worker is not a charitable gesture; it's simply good business practice, particularly under today's conditions.

So take these simple steps: Look over the jobs you have and make a list of those that can be performed by a worker with a certain physical handicap; then check your state vocational rehabilitation agency for assistance in determining the work capacities for various types of impairment. Or, if you want additional information of a general nature on the use of handicapped workers, write to the U. S. Department of Labor which has many additional facts on this subject.

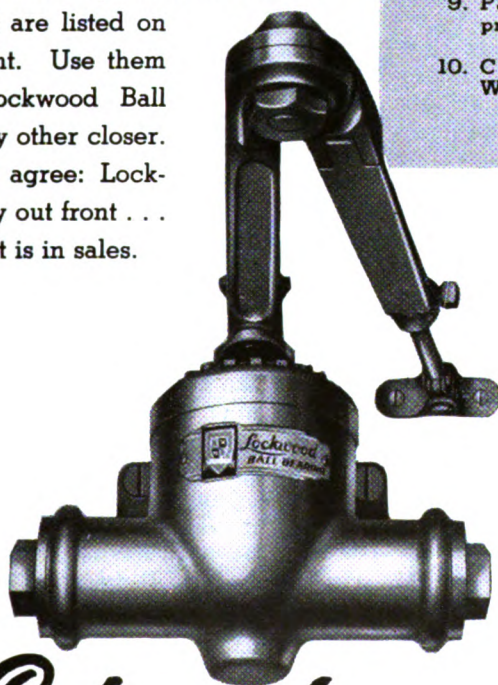
THE LOCKWOOD BALL-BEARING DOOR CLOSER

has ALL these ESSENTIAL FEATURES!



Compare the new precision Lockwood Ball-Bearing Rack and Pinion Door Closer with any other leading make. On every point that counts *most with users and buyers*, the Lockwood Closer will pass with flying colors . . . proving the superiority of Lockwood's design and operating principle.

Basic factors that make up the backbone of any door closer test are listed on the chart at the right. Use them to compare the Lockwood Ball Bearing closer to any other closer. Item by item you'll agree: Lockwood is far and away out front . . . in efficiency just as it is in sales.



Make Your Own Comparison Test!

Here are 10 basic features of design in the Lockwood Ball Bearing closer. Use them to make your own comparison between the Lockwood closer and any other make. . .

	Lockwood Ball-Bearing Closer	Any other make
1. Ball Bearing Shaft.	Yes	
2. Precision Machining throughout.	Yes	
3. Minimum of Internal Friction.	Yes	
4. Minimum Resistance to opening.	Yes	
5. Maximum Closing Power.	Yes	
6. Oversized Shaft.	Yes	
7. Shaft and Pinion in one piece.	Yes	
8. Continuously notched Ratchet.	Yes	
9. Patented Leak-proof Gland.	Yes	
10. Climatic (All Weather Liquid)	Yes	

What's BEHIND this test is important TO YOU!

This comparative test will prove without doubt the superiority of the Lockwood Ball Bearing closer. But more than that, it will demonstrate to you *why* this closer performs in a way customers can see and appreciate . . . *why* it lets doors open at a child's touch, almost as if no closer was mounted there at all . . . *why* it closes doors quickly and positively right down to the final click of the latch — with enough reserve strength to meet adverse conditions — yet gently and quietly so there is no unexpected sharp closing or slamming.

This test arms you with a powerful sales message worth telling over and over again. Use it to back up your story of Lockwood superiority . . . with a net result of more sales than ever before!

L-12

Lockwood HARDWARE MANUFACTURING CO.

DIVISION OF INDEPENDENT LOCK COMPANY • FITCHBURG, MASS.

HARDWARE AGE, OCTOBER 19, 1950



Washington[★]

NEWS and VIEWS

By Washington Bureau of
HARDWARE AGE

Toughened Regulation W Raises Down Payments, Cuts Maturities

Regulation W has been revised. Here's how the revised Regulation stands as of Oct. 16.

Home Appliances: 25 pct down payment; maturity period, 15 months. Furniture and rugs: 10 pct down payment; maturity period, 15 months.

The Regulation now also applies to all purchases of \$50 or more.

These new restrictions on instalment buying indicate a rift among the President's economic planners over control policies.

Up until a few days ago, the Federal Reserve Board had been planning to let Regulation W alone for awhile. The Board reasoned it would be unfair to the trade and to the buying public to make a change until the Regulation had been in effect a full month.

But Stuart Symington, Mr. Truman's chief mobilization planner, decided suddenly that inflation was getting out of hand. Abruptly Mr. Symington ordered the FRB to tighten up Regulation W. Board officials protested but were overruled.

OUTLOOK—Though talk had it that the original Regulation W would not be changed until sometime in Mid-November, the new rules, suddenly announced, may not be the last of the changes. Charge accounts too, may be headed for regulation and perhaps in time to catch the bulk of Christmas buying.

10 Pct TV and Freezer Excises May Show Up in Retail Prices

Two changes in the excise tax structure are of importance to hardware and other retailers and both will go into effect as of November 1. Both are at the manufacturers' level.

One is the tax of 10 pct on the manufacturers' selling price of television sets and applies for the first time to the entire set—chassis, tubes, cabinet and other parts. The other is the 10 pct tax

on the factory cost of household type units for quick freezing and storage of foods. The latter applies whether the unit is operated by electricity, gas, gasoline or kerosene.

Also of interest to many retail stores is a change which increases from \$100 to \$150 the annual occupational tax on slot machines and similar taxable devices.

OUTLOOK—While the new excises are manufacturers' taxes and will be collected from the producer, they will ultimately be paid by the consumer and it will be up to the retailer to make this as palatable as possible to the customer. It is made clear by the Treasury Department that there is nothing in the law to prevent its being passed up the line to the consumer.

Control Outlook Is Drifting to Price But Not Wage Regulation

Can President Truman continue to keep the country worked up over the "necessity" for war controls in time of peace?

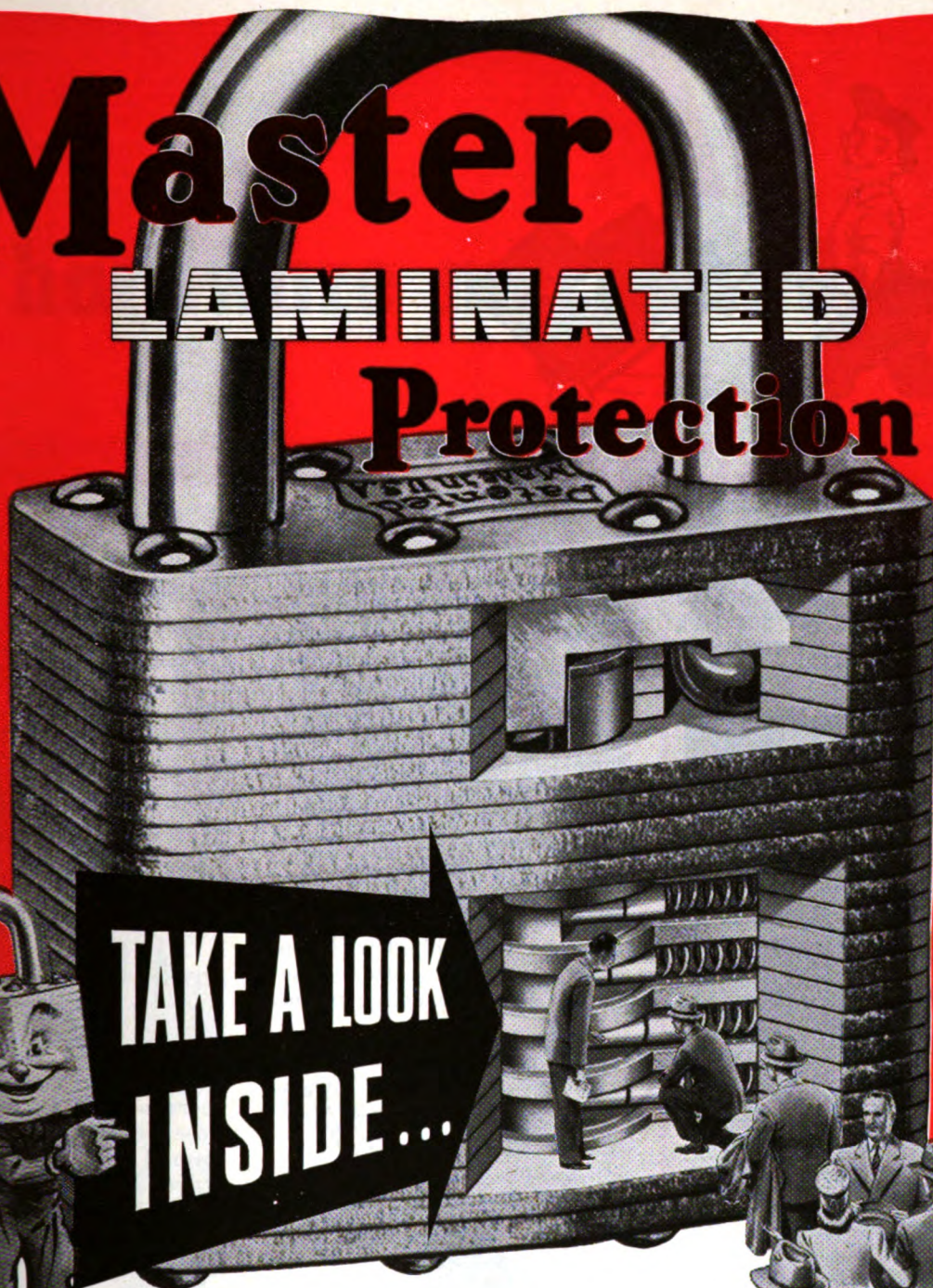
Some of the Democratic Party's sharpest political master minds are beginning to wonder.

With the national elections only two weeks away, Mr. Truman's advisors are urging Fair Deal candidates in all sections of the country to "make a good case" for price controls, but say nothing about wage controls.

The White House is frankly worried over a currently growing resentment against controls. Too many people are writing Washington, asking if it was really necessary to strait-jacket the country's business life just because of the Korean campaign. Democrats, in turn, are asking each other: "Can we support a wartime economy without a war?"

OUTLOOK—Because the new control law says prices and wages must be controlled together or not at all, there is talk in some sections of the government of interpreting "prices" as meaning "re-
(Continued on page 236)

Master LAMINATED Protection



TAKE A LOOK
INSIDE...



● The matchless strength so obvious in the appearance and "feel" of a Master padlock is only part of the story. Husky levers, precision-built brass cylinders, phosphor bronze springs, "taper round" nickel silver pin tumblers and a whole series of built-in, Master-perfected security devices are still other reasons why lock experts point to Master padlocks as the world's strongest. ● Keep in touch with your jobber for more Master padlocks.

Master Padlocks

EVERY ONE AN OUTSTANDING VALUE

Master Lock Company, Milwaukee, Wis. • World's Leading Padlock Manufacturers

WHAT'S NEW



LATEST INFORMATION ON NEW PRODUCTS AND SERVICES

Shelton's Planes

Carpenter Plane No. 504 smooth plane and No. 505 Jack plane. Card and box die cut so display stand can be made. Each



has a sell-tag attached describing features. Retail: \$3.95, No. 504 and \$3.69 for No. 505. *Shelton Plane & Tool Mfg. Co.*, Maple St., Shelton, Conn.

Fertilizer Applicator

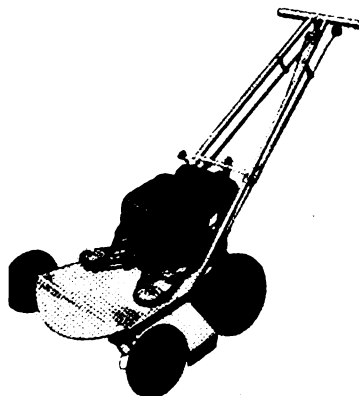
Burco fertilizer applicator for applying liquid fertilizer of soluble substances to lawns or gar-



dens. Unit attaches to garden hose and has a whirl type head. Throws a 40 ft. spray. Wet or crystal form fertilizer is used and a pound of the plant food in the applicator is diluted at a rate of $\frac{1}{2}$ oz. to a gal. of water. Unit can be used as conventional sprinkler head. Retail: \$9.95. *Burch Mfg. Co.*, 802 Union Savings & Trust Bldg., P. O. Box 1142, Warren, Ohio.

Jacobsen Mowers

Jacobsen-Worthington 25 in. grass and weed cutter, illustrated. An easy handling mower,



it is designed for home use. A rotary disc mower is now available for home lawns of all sizes. Manor, 21 in. power mower features rear wheel drive. For medium-sized landscaped lawns. Automotive type differential permits hairpin turns under power without scuffing. Traction wheels behind cutting reel. *Jacobsen Mfg. Co.*, Racine, Wis.

Ice Cream Freezer

Pioneer electric ice cream freezer that goes in the refrigerator freeze compartment and plugs into an electric outlet.



Both compartment and main doors of any refrigerator will close over the flexible rubber-covered cord. Makes almost 3 pts. of dasher mixed ice cream. *Louisville Electric Mfg. Co.*, 3030 Magazine St., Louisville, Ky.

Pine Candle

Pine Wax Shorty Candle. 50/211, burns with aroma of mountain pines. Short cylindri-



in hardware merchandise . .

FOR THE HARDWARE DEALER

cal candle measures $2\frac{1}{8}$ by 3 in. and comes in red or green. Wax pine tree in contrasting color is molded on side. Box is self-service counter display. Retail: 50 cents. *Will & Baumer Candle Co.*, Syracuse, N. Y.

Toy Broom

Toy broom with bristles made of Bakelite styrene attracts dust electrostatically. Bristles secured in a rabbits head plastic holder. Thirty-three in. broom available



with handle and bristle holder of pink or blue. Retail for 79 cents. *Emenee Industries*, 200 Fifth Ave., New York City 10.

Snow Removal Machine

Sno-Blo self-propelled duplex model with a snow discharge spout that may be tipped to throw snow to right or left. Clears 16 in. path through snow to 12 in. depth. Snow is scooped up and pulverized by an impeller



blade and can be thrown up to 20-40 ft. from cleared area. Gear drive transmits power to wheels. *Sensation Mower, Inc.*, Ralston, Neb.

Luro Paint Remover

Luro electric paint remover removes paint to bare wood. For interior or exterior surfaces on wood or metal areas. Built with approved asbestos covered cord. Operates on 110-115 volt AC or DC current. Scraper edge, $2\frac{3}{8}$



in. with 5 in. long hardwood handle. Sealed heating element. (Continued on page 240)

TO HELP YOU SELL

NEW DISPLAYS AND OTHER DEALER SALES HELPS

Three-color metal display, No. H-10, for Red Tang files, pulpwood and cross-cut saws and saw bits and shanks. Permits examination of product samples, provides storage place for six boxes of files, ties in with national advertising program. The 24 by 14



in. display is included without cost with 72 files, 24 pulpwood blades, six pulpwood frames, three cross-cut saws and bits and shanks, optional. *Simonds Saw & Steel Co.*, Fitchburg, Mass.

Christmas Package

Guild Christmas promotion salesmaker combination demonstration and display bench, 56 in. high, for center aisle. Built-in electric outlet; occupies 24 by 42 in. space. May be used complete or top display can be mounted on counter while work (Continued on page 260)

How's the

HARDWARE BUSINESS?



Fall trade prospects bright . . . August retail hardware sales were 28% better than a year ago . . . Wholesalers' sales were 65% greater than in 1949

Hardware Sales Set New Marks in August: Somewhat Slower Now

While both retail and wholesale sales continue at a high level, a slight slackening has been reported over the past two weeks, especially in the East. No particular significance is attached to this slackening other than the abnormal buying of August and September is forcing some dealers to retrench to protect their cash position.

Despite this slackening, it is very possible that retail sales for 1950 may set a new record surpassing even the 1948 all-time record of \$2,410,000,000.

Meanwhile, pressure on manufacturers for shipments is very strong. With many lines in a heavily oversold position, some merchandise is being rationed, largely on an historic basis.

Price trends continue upward with many manufacturers' products now reflecting the rise in raw material costs this year. With the wage spiral still moving upward, the outlook is for still further price rises.

Goods have not been moving over retail shelves as fast as dealers have been adding to inventories the past several months. This condition is causing many wholesalers to focus new attention on collections. Thus far collections are at a very good rate, but the Septem-

ber figures will be watched very closely.

The approaching Christmas

buying season, which may reach record proportions, is likely to make a very large dent in dealers' stocks.

Latest data in hardware sales show that retail sales in August continued to rise, reaching \$211,000,000, a gain of \$1,000,000 over July and \$46,000,000 above August 1949.

Wholesalers' sales in August were \$324,000,000, 68 pct above August of last year and 31 pct above August 1948.

August Hardware Sales 54% in Two Major Cities

Retail hardware store sales in August in 17 major cities ran way ahead of sales in the same month of last year and were also considerably ahead of sales for the previous month.

Chicago and Milwaukee stores registered 54 pct increases in August over August 1949.

Milwaukee stores did 22 pct more business in August than in July and Chicago stores showed a 20 pct increase for the same period.

August business was better than July's business in 12 of the 17 cities included in the August Retail Trade Report for Hardware Stores, issued by the Dept. of Commerce. The only major cities which failed to show better hardware sales in August were: Pittsburgh (0 pct); Cleve-

(Continued on page 282)

August Retail Sales Highest Since Dec., '48

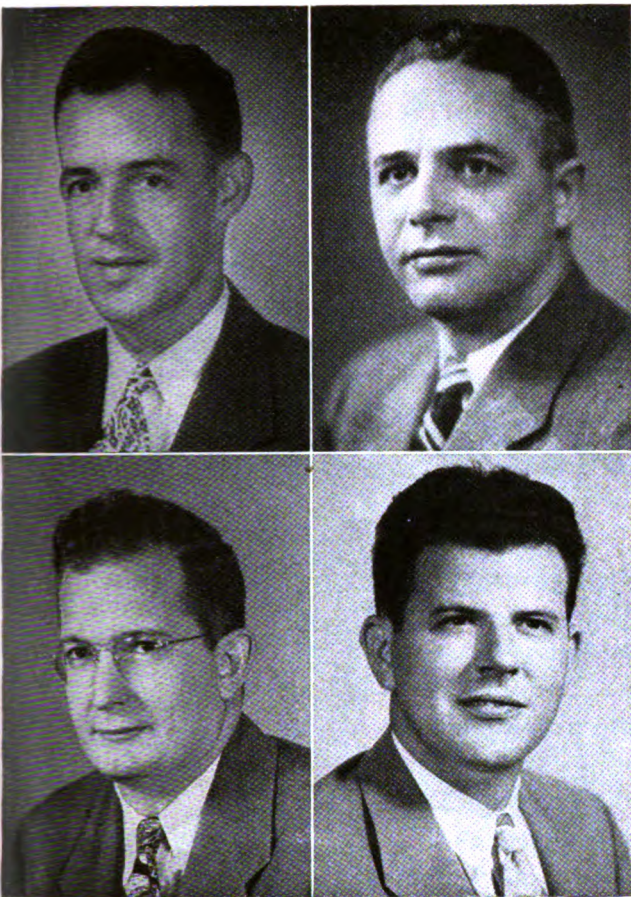
August retail hardware sales of \$211,000,000 were the highest since December, 1948, being \$1,000,000 more than in the previous month and 28 pct higher than in August of last year.

Sales for the first eight months of the year total \$1,451,000,000 or 27.8 pct higher than sales made during the same months of 1949.

Sales for the year to date are still 9 pct below sales for the same period of 1948 but if the prevailing rate of sales should hold for the balance of the year, the year end total will probably surpass the 1948 total.

Monthly sales for the past three years, as estimated by the Dept. of Commerce were:

	(000,000 omitted)		
	1950	1949	1948
Jan.	\$167	\$185	\$163
Feb.	168	181	151
Mar.	164	171	186
Apr.	162	177	218
May	176	183	218
June	189	177	221
July	210	177	203
Aug.	211	165	198
8 mo. total	1,451	1,416	1,558
Sept.	168	205	
Oct.	166	205	
Nov.	165	194	
Dec.	173	248	
TOTALS ..		2,088	2,410



TEAMING UP . . . to Keep Costs Down

Tommy Hess, Charlie Griffith, Snits Peebles and Luther Bennett are salesmen for J. B. Kendall Company, Washington, D. C. They sell RB&W fasteners—not as a commodity—but as a means toward insuring customer satisfaction.

They point out to their dealers that RB&W's quality control protects the dealer's reputation . . . also that RB&W has been giving fastener users full value for 105 years.

Thus J. B. Kendall salesmen, more than mere order-takers, get more than their share of the business because they sell *customer satisfaction* with RB&W products.



Alfred Robbins operates RB&W's latest wire-drawing equipment. He oversees a process that is vital to quality, for RB&W draws its own wire, using tungsten carbide dies, in order to insure closest tolerances for cold-heading.

By this and other means of controlling raw materials, men like Alfred Robbins build qualities into RB&W fasteners which men like these J. B. Kendall Company salesmen capitalize upon to sell more RB&W products.

Dealers who wish to be sure of getting uniformly high-quality fasteners, packed in easy-to-handle "upside-down" packages, increasingly ask for RB&W fasteners.

<div data-bbox="70 1781 350 1937" data-label="Text"> <h2>RB&W</h2> <p>The Complete Quality Line</p> </div>	<div data-bbox="420 1781 1267 1813" data-label="Section-Header"> <h3>RUSSELL, BURDSALL & WARD BOLT AND NUT COMPANY</h3> </div> <div data-bbox="510 1823 1176 1895" data-label="Text"> <p>Plants at: Port Chester, N. Y., Coraopolis, Pa., Rock Falls, Ill., Los Angeles, Calif. Additional sales offices at: Philadelphia, Detroit, Chicago, Chattanooga, Oakland. Sales agents at: Portland, Seattle.</p> </div> <div data-bbox="434 1906 1267 1937" data-label="Text"> <p><i>105 Years Making Strong the Distributors That Make America Strong</i></p> </div>
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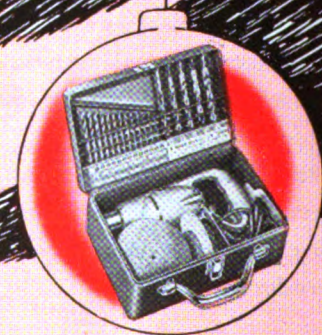
9 GIFT APPEAL ITEMS

- ALL PROVEN SELLERS !

All beautifully packaged

FEATURE CUMMINS, in your ads, in your windows and here-and-there about the store and you'll have the biggest Christmas ever in sales volume and profits! Every Cummins Tool and Tool Kit is attractively packaged . . . to win attention . . . to create the urge to buy . . . and to accomplish the selling job for you! You'll find every Cummins item a proven seller from the 29 piece tool kit at only \$21.95 to Model 600 Cummins Saw at \$62.50. Make your selection today . . . better yet, for greatest sales opportunity buy all 9 items . . . and order from your jobber right now.

FREE AD MATS — FREE COUNTER CARDS



30% DISCOUNT FOR YOU

GIFTS THAT APPEAL TO BOTH MEN AND WOMEN!

You'll find men and women alike buying Cummins Tools as a Christmas Gift for themselves. That is why Cummins Tools are the most acceptable items to sell as a gift for the home . . . as a gift for someone "who-has-everything."

You'll find the way to greater sales paved for you as a result of our advertising in magazines that go into the home.

ADVERTISED IN BETTER HOMES & GARDENS
AND COUNTRY GENTLEMEN

by *Cummins* for **XMAS**



Cummins PORTABLE TOOLS

4740 NORTH RAVENSWOOD AVENUE, CHICAGO 40, ILL.

Get 'em from your Jobber NOW!

7 OUT OF 10 WANT DOOR CHIMES



**according to recent
national survey by
a leading home magazine**

• Nowadays, a door chime is regarded as "standard equipment" by prospective home buyers. A good looking, sweet sounding door chime is a signal of gracious hospitality—it echoes the whole spirit of better living that is built into the well-designed home of today.

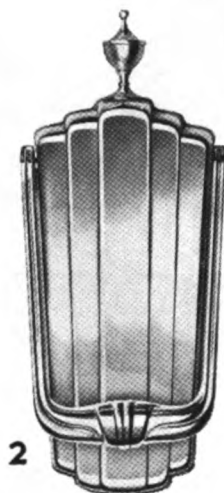
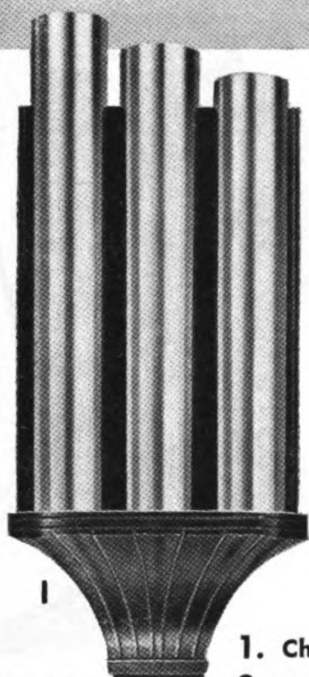
Thus the door chime (in itself an extremely modest item in the total cost of the home) becomes an instrument of good will for the builder who installs it and the dealer who sells it.

That's why it pays to sell the best in door chimes. That's why it pays to sell Edwards. Dollar for dollar, you can't beat Edwards Door Chimes for decorative value, musical perfection and trouble-free service.

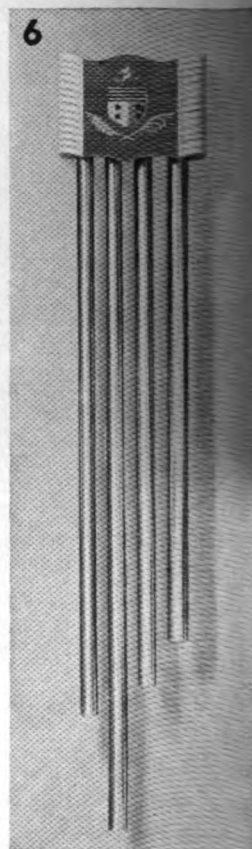
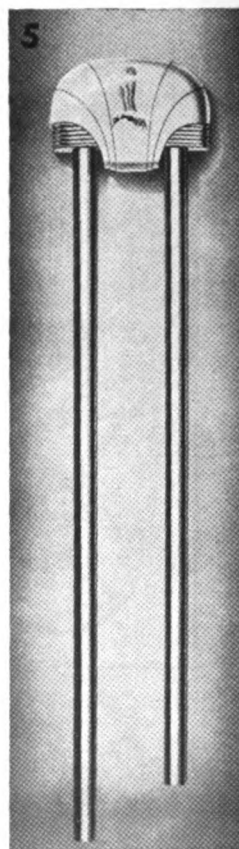
There is an Edwards Door Chime for every type of house—large or small, modest or luxurious.

Edwards Company, Inc., Norwalk, Conn.

In Canada: Edwards of Canada, Ltd.

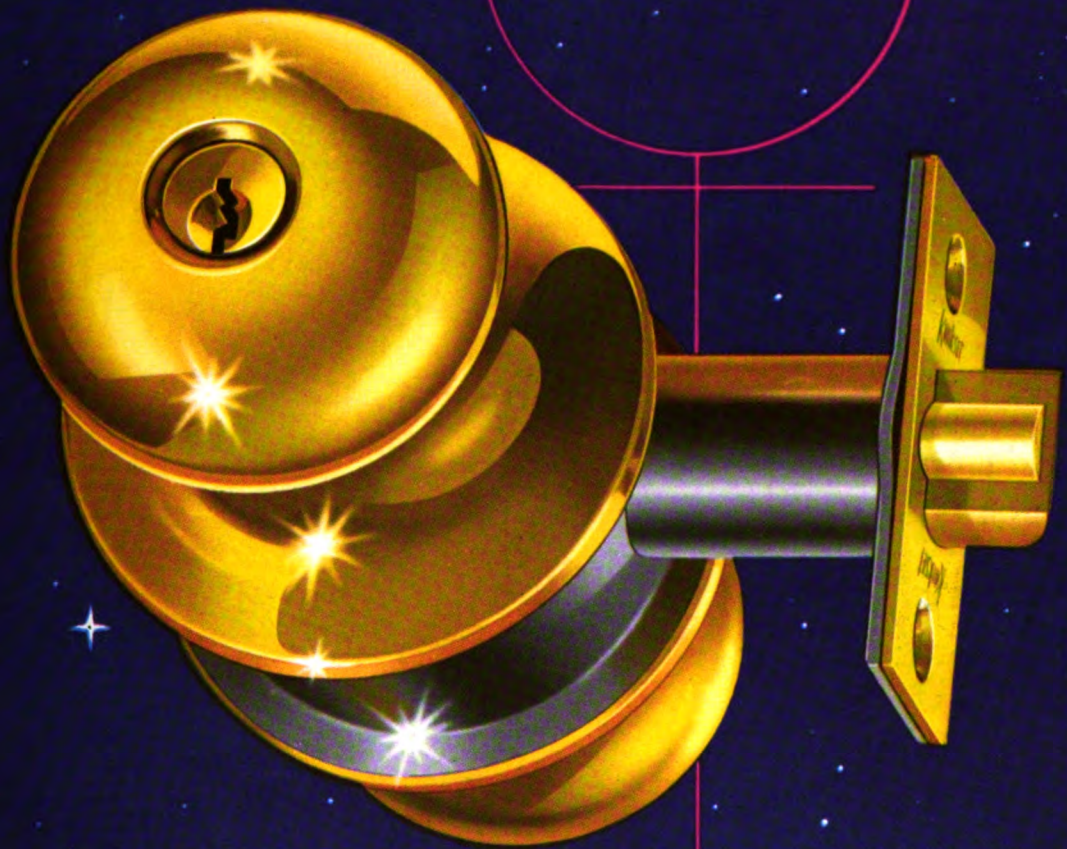


1. Chordette—Continuous melody.
2. Fairfax—Non-electrical Door Knocker Chime.
3. Captain—Neat, compact, two-note front, single note rear.
4. Twist Chime—Low cost, non-electrical, good looking.
5. Wedgwood—Popular tubular chime—two note and one note.
6. Westminster—Beautiful eight note melody—The finest in modern door chimes.



EDWARDS
Door Chimes

A new lock is here...



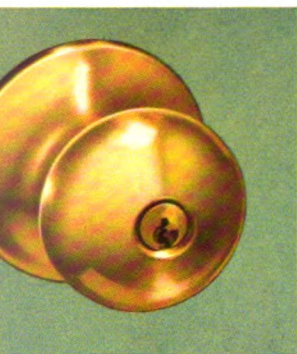
The New kwikset "600"

PRESENTING NEW STANDARDS OF BEAUTY, SECURITY AND
ECONOMY FOR TUBULAR LOCKS...ALL-STEEL STAMPINGS
WITH WROUGHT BRASS AND BRONZE KNOBS AND TRIM

The New *kwikset* "600"

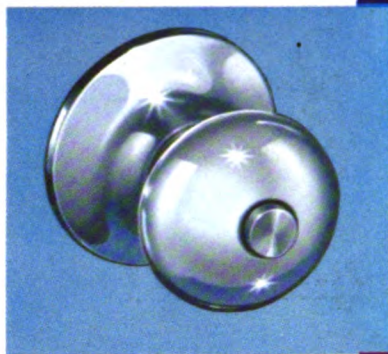
A BRILLIANTLY STYLED LINE OF 6-PIN TUMBLER TUBULAR LOCKS

Today, in the Kwikset 600 you have a lock mechanism and assembly utterly new in concept, design and action... You have steel and finish metals precision-fabricated like a watch and—you have external contour and color of exquisite, modern beauty... You have, in summary, a great new lock!... Specify, bid, sell the Kwikset 600 for life-time satisfaction and performance.



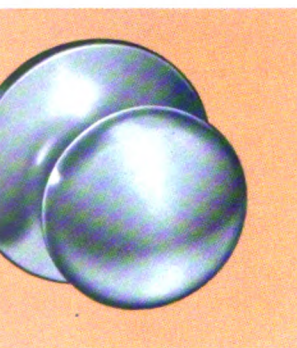
THE KWIKSET 600

For front, rear, and all external doors requiring key entry... available in Polished and Satin Finish Brass, Chrome and Bronze.



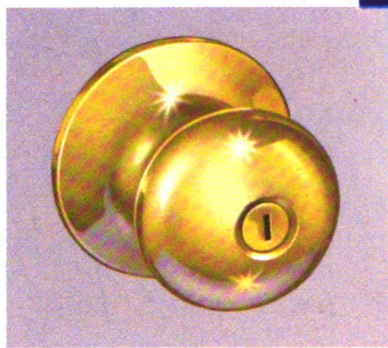
THE KWIKSET 610

For patio, porch and sun-deck doors... available in Polished and Satin Finish Brass, Chrome and Bronze.



THE KWIKSET 620

For closet, and inside passage doors... available in Polished and Satin Finish Brass, Chrome and Bronze.



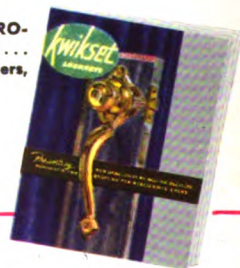
THE KWIKSET 630

For bedroom and bathroom doors, provides emergency entrance... available in Polished and Satin Finish Brass, Chrome and Bronze.



THE KWIKSET 600 LOCK WITH 853 HANDLE for front door... available in Polished and Satin Finish Brass, Chrome and Bronze.

BEAUTIFUL NEW FULL-COLOR BROCHURE OF KWIKSET 600 LOCKS... available soon to architects, builders, jobbers, dealers.



KWIKSET LOCKS, INC., ANAHEIM, CALIF.



LITHO IN U.S.A. © 1950
KWIKSET LOCKS, INC.

Sell lighting for inside...sell it for outside!



happier holidays

Easy ways to make your home gay and brighter with G-E Christmas Tree Lights



Brighten doorways with a colorful decoration. It's no simple matter, indeed! From these light-up pointers,



A black and white photograph of a woman, likely a scientist, looking down at a large, dark, circular object, possibly a piece of equipment or a specimen.



For a gay decoration you
can try to get a deep green or
dark blue color.



Now you get lighted candles
in the center of each table.



Direct flights through
London, U.K. to Dallas, Tex.
with a stopover in London, U.K.
and a stopover in London, U.K.



Don't Buy Duplites



Quest: Is it possible to have a pupa that is not a pupa?



...the same way
the meeting
...the same way
the meeting

GENERAL  ELECTRIC



HOW TO MAKE YOUR HOUSE SAY *Merry Christmas* WITH LIGHTS!



NEW WAY in the... *Movie*...
... *Feature*... *the*...
... *published*... *in*... *the*...
... *volume*... *of*... *multiple*... *books*...



THE WRITERS on the show have
the right to the following episode:
George, Dan & David Smith
David Smith, Dan Smith, George Smith



STORM your home with stylish
interior designs. Call 1-800-368-7661
for a free brochure. www.storm.com



BE IMPORTANT



Abb. 2-71: Kleinfüßchen (Kleinfüßchen) Typen, die in der Natur vorkommen. Kleinfüßchen (Kleinfüßchen) Typen, die in der Natur vorkommen.







A "Normal" arch is one
 strong, supportive, help-
 ing to reduce

A "Flat" foot is col-
 lapsed, less sup-
 portive, less

100-year Spad
 or "Flat" foot
 is most com-
 mon

your confidence in...


ELECTRIC

You can put your confidence in

GENERAL  ELECTRIC

1. When you order Christmas tree lamps for replacements be sure to specify General Electric.
2. Specify G-E lamps in all the sets and devices you buy.



One for large lamps, featuring PAR-38 and 25-watt colored lamps. Has counter cards, a streamer, "ideas" sheet, and customer give-away booklets.



GENERAL  ELECTRIC

ATKINS

Christmas 1950



**SEE your Jobber NOW...
GET the ATKINS CHRISTMAS PACKS
you and your customers want!**

Your jobber has the complete package deal that every man and boy is eager to get—genuine ATKINS "Silver Steel" saws in eye-compelling Christmas boxes!...Ask your jobber for details—he has the right selection for you!...Special Christmas display stands and window banners!...Act NOW!...Get in touch with your jobber at once!



E. C. ATKINS and COMPANY

Home Office and Factory: 410 S. Illinois St., Indianapolis 9, Ind.
Branch Factory: Portland, Ore., Knife Factory: Lancaster, N. Y.
Branch Offices: Atlanta • Chicago • New Orleans • New York



BLUE
replaces
BLACK

as **WARWOOD'S**
STANDARD FINISH

for

**PICKS, MATTOCKS, HOES,
ADZES, HAMMERS, MAULS
AND SLEDGES.**



**WARWOOD
CARTON PACKAGING**

in correct carton quantities to
provide for jobbing distribution with-
out unpacking and repacking, furnishes a
positive cost saving feature, without cost to you,
when you distribute Warwood Forged Tools.

TOOLS FOR

**GENERAL CONSTRUCTION...AGRICULTURE AND GARDENING
MINING AND INDUSTRY...RAILROAD TRACK MAINTENANCE**

WARWOOD TOOL COMPANY
WHEELING, WEST VIRGINIA



*Warwood Workmanship
Makes The Difference!*

One stands out

THE "BETTER THAN EVER"

Since 1902, the name DAVIS has stood for precision manufacturing—and greater value at lower cost for its customers . . .

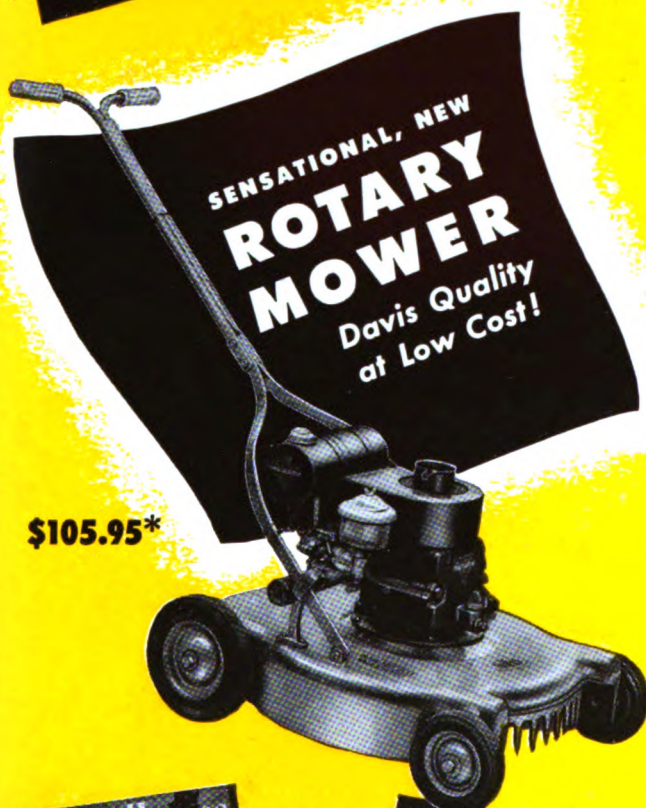
Now, more than ever before, the Davis Line For '51 means fast sales, greater profits, satisfied customers.

Only Davis gives you:

- ① Sales-leading Davis 50/50 at \$79.95.* Safest. Simplest. Today's greatest value.
- ② Heavy-duty models B & S-18, B & S-22 or C-22 at \$99.95* and \$109.95.* Heavy-duty value leaders.
- ③ Brand new rotary model 51 at \$105.95.* Cuts tall grass to carpet smoothness. Sets new standards of quality and performance.
- ④ Four superlative hand mowers—Competitive 33, 4-Square 66, Whispering 77 and Whispering 78. DAVIS streamlined beauty and mechanical perfection—in every price class.
- ⑤ More DAVIS national advertising—to pre-sell the best prospects in your community.

DAVIS is the stand-out line for '51 . . . Lead with DAVIS. Place your requirements NOW to insure delivery. See your Jobber . . . or write us for full details.

*All Prices f.o.b. Factory Plus Tax



\$105.95*



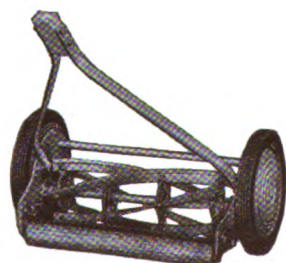
Competitive MODEL 33

Outstanding Value at Low Price • Automotive Roller Bearings • 10" Solid Rubber Tires • 5 Blades • Four Spiders • High Carbon Steel • 16-Inch Cut • Wood Handle with Metal Handle Irons • Davis Unit Boxed • Color: Gold with Red Trim



4-Square MODEL 66

New! Improved! Smartly Designed • 10" Wheels • Semi-Pneumatic Rubber Tires • Five 6" Reel Blades • Four Spiders • Automotive Roller Bearings • High Carbon Steel Lipped-Edge Cutter Blades • Size: 16-Inch Cut • Wood Handle with Metal Handle Irons • Davis Unit Boxed • Color: Canary Yellow with Canterbury Blue Trim



Whispering MODEL 77

Streamline Styling • 10" Wheels • Semi-Pneumatic Rubber Tires • Five 6" Reel Blades • Four Spiders • Automotive Roller Bearings • High Carbon Steel Lipped-Edge Cutter Blades • Size: 16-Inch Cut • Tubular End Metal Handle with Plastic Handle Grips • Davis Unit Boxed • Color: Comber Green with Gold Trim

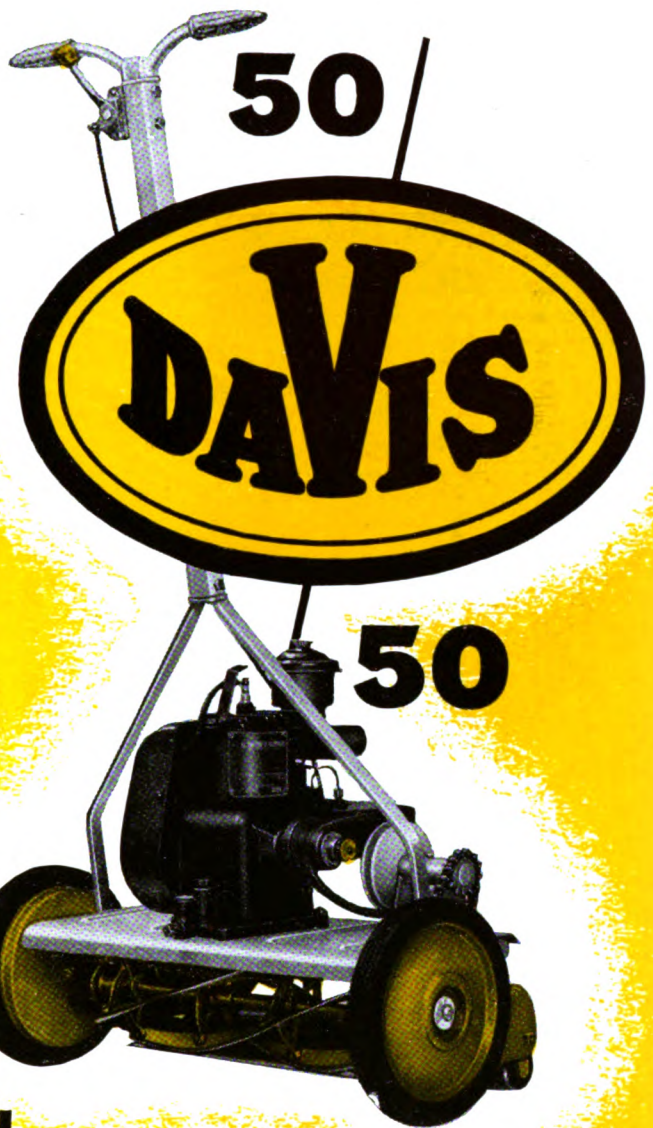


Whispering MODEL 78

Beautiful! Streamlined! • 10" Wheels • Semi-Pneumatic Rubber Tires • Five 6" Reel Blades • Four Spiders • Precision Automotive Roller Bearings • High Carbon Steel Lipped-Edge Cutter Blades • Size: 16-Inch Cut • Tubular Metal Handle with Plastic Handle Grips • Chrome-Plated Reel Shield • Davis Unit Boxed • Color: Canterbury Blue with Gold Trim



for '51



-COMPLETE "VALUE" LINE

biggest value in 18" power mower

SALES LEADING DAVIS 50/50 . .

Every quality feature plus exclusive
Davis safety Flex-A-Matic Clutch.
Simplest. Safest.

- Briggs & Stratton or Clinton 1.1 H.P. Engine (Optional)
- Hyatt Automotive Precision Roller Bearings
- Semi-Pneumatic Rubber Tires
- Flex-A-Matic Clutch with Full Safety Release†

Place your
requirements
NOW
to insure
delivery

\$79⁹⁵*

G. W. DAVIS CORPORATION

RICHMOND, INDIANA, U.S.A.

Established 1902

"built the best"

†Exclusive Davis Safety FLEX-A-MATIC CLUTCH



A V-Belt Automatic Transmission! Eliminates necessity for separate clutch-control lever. Fully automatic. Safety release manually controlled. Clutch controlled by throttle lever.

Precision-made unit. No adjusting required.

DAVIS UNIT BOXED! EXCLUSIVE! PATENTED!



HEAVY-DUTY MODEL B & S-18 or C-18

Engine (Optional): Briggs & Stratton or Continental 1.1 H.P.—Single V-Belt Drive Serves as clutch, Roller Chain Drive countershaft to reel. Controls: Direct, conveniently located hand lever for V-belt idler. Finger-tip throttle control. Timken Tapered Adjustable Roller Bearings on reel shaft. Crucible Chrome Alloy Blades. Exclusive Davis Single-Screw Adjustment. Cutting width 18". Value leader in its class.

\$99.95*



HEAVY-DUTY MODEL B & S-22 or C-22

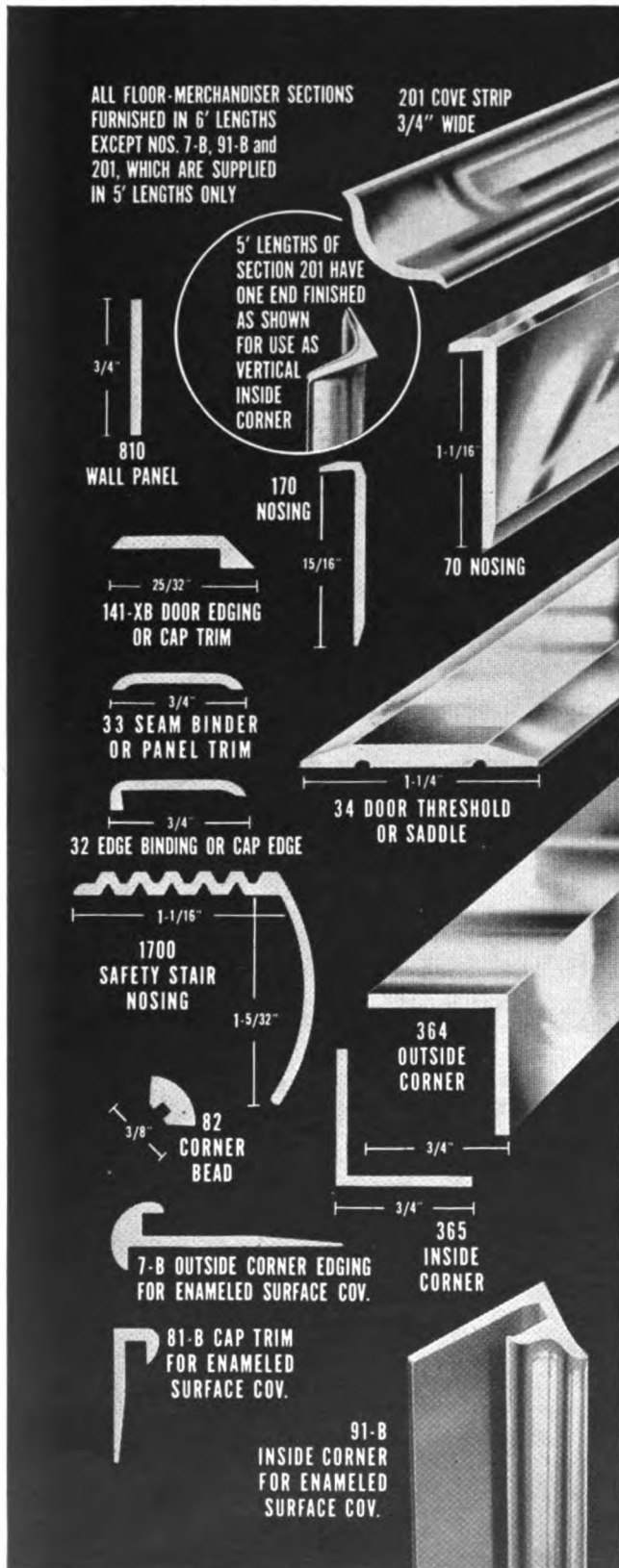
Engine (Optional): Briggs & Stratton or Continental 1½ H.P.—Simple, accessible Dual V-Belt Drive serves as clutch. Roller Chain Drive countershaft to reel. Controls: Direct, conveniently located hand lever for clutch. Finger-tip throttle control. Timken Tapered Adjustable Roller Bearings on reel shaft. Crucible Chrome Alloy Blades. Exclusive Davis Single-Screw Adjustment. Today's best buy in a heavy-duty mower with 22" cut.

\$109.95*



Get MORE Metal Trim Sales... BIGGER Profits

with this **CHROMEDGE**® Floor Display



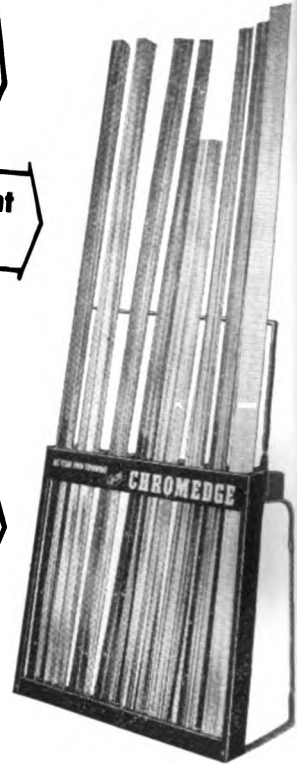
Neat, Compact Design
assures high profit per
square foot

Big, Handy Compartment
for nails, screws, literature

Your Choice of Shapes
in the Chromedge floor-
merchandiser group

Sturdy all-metal construction

Eight Compartments
hold 960' or more of metal



*Sell the BEST-and
pick the shapes YOU want!*

The Chromedge Floor Display is a *proved* money-maker. Hundreds of retailers have found it to be the easiest, surest, lowest-cost way to steady profits from carry-out sales of metal trim shapes. This attractive, space-saving, all-metal display comes to you at no extra cost with your *choice of profiles* from the extensive line of Chromedge consumer shapes at left. Start with only 3 or 4 different shapes, if you like; mix the tube lots (120') any way you please. You're not limited to a fixed package of assorted styles. *Right from the start* you make full profit on every foot of metal you sell. No other costs to write off. No extra investment to cover. No "dead ducks" hanging around your neck.

The Chromedge display is complete, compact, self-contained. Eight compartments hold 960 feet or more of metal in 5' and 6' lengths. In back, there's a metal bin for screws, nails, literature, etc. The display is securely balanced; the more trims in it, the more firmly it anchors to the floor.

Don't wait another minute to get in on this easy-to-handle, high-profit metal trim business. Call your Chromedge Distributor, or write us today.

If you have a Floor Display —speed your metal trim turn-over with the extra sales appeal of sturdy Chromedge extruded aluminum mouldings. Order Chromedge refill stocks today!

The B & T Metals Company
Columbus 16, Ohio

NOW YOU CAN OFFER THEM

Cyclone Insect Wire Screening

IN GALVANIZED STEEL

IN BRONZE

IN ALUMINUM



● With Cyclone "Red Tag" Insect Wire Screening on your shelves, you're ready to give almost every customer exactly what he wants in screen cloth.

There's Galvanized Steel with its heavy protective zinc coating . . . there's Bronze which combines exceptional visibility with greater durability . . . there's Aluminum, rapidly growing in popularity.

In each of these metals, your customers will find the well-known Cyclone features — smooth, even mesh that assures lasting good looks, and the double selvage that makes it easy to obtain a square stretch.

And they all carry the familiar Cyclone "Red Tag" label that has stood for high quality for over half a century.

CYCLONE FENCE DIVISION
(American Steel & Wire Company)

WAUKEGAN, ILLINOIS • BRANCHES IN PRINCIPAL CITIES
UNITED STATES STEEL EXPORT COMPANY, NEW YORK



**USE THIS CONVENIENT
SAMPLE FOLDER**

Keep a copy of this Insect Wire Screening Folder handy on your counter. Use it to show your customers the various finishes, widths and mesh sizes of Cyclone Insect Wire Screening. And get copies in the hands of your big customers—builders, contractors and the like. Ask your jobber for copies or write to Cyclone Fence, Waukegan, Illinois.

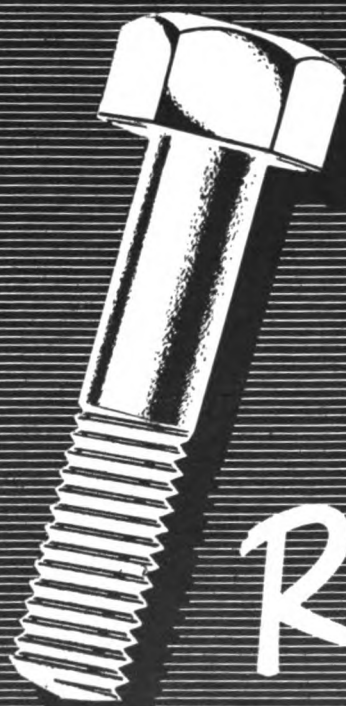
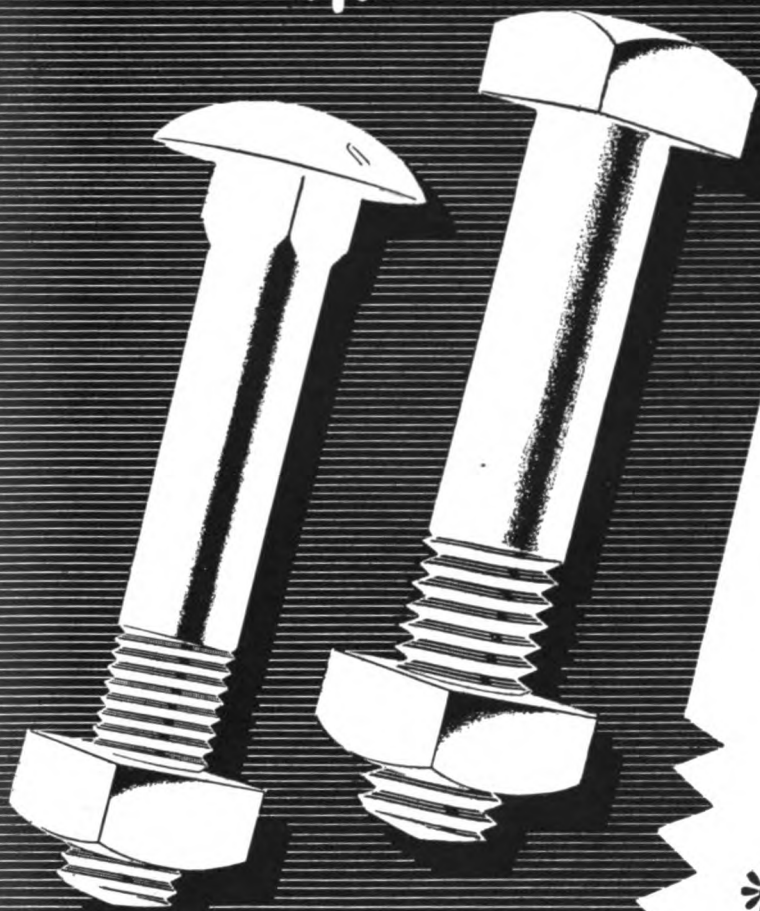
Specifications comply with all the requirements of Commercial Standard CS138-49 as issued by the National Bureau of Standards of the United States Department of Commerce.



CYCLONE "Red Tag" HARDWARE PRODUCTS

LAWN FENCE • GATES • HARDWARE CLOTH • INSECT WIRE SCREENING • CATCH-ALL BASKETS • FLEXIBLE STEEL MATS

UNITED STATES STEEL



Long SERVICE Life!

- PERMANENT GRIP...
accurate, sharp threads
- SMOOTH FIT...
tough, true shanks
- NON-SLIP... full, wrench fit

WITH

REPUBLIC UPSON

**Bolts and Nuts*

—from the more than 20,000
members of the REPUBLIC
UPSON Quality Line.



REPUBLIC STEEL CORPORATION

Bolt & Nut Division

CLEVELAND, OHIO • GADSDEN, ALABAMA

Export Department: Chrysler Bldg., New York 17, N. Y.



Republic UPSON

BOLTS AND NUTS

96 YEARS FASHIONING THE FASTENING HABITS OF INDUSTRY

New DRILL SETS

Sturdy Drill Set—High Speed Steel
—shown in durable canvas con-
tainer—mounted on Mamnite
display board (available
with order for 10 sets).



No. 14—Wood Boring Drill Set—
packaged in protective wood tray.



IN 3 POPULAR SETS
For Home Workshops, Farm or Factory
No. S-13 1/16" to 1/4" inclusive by 64ths, 13 drills
No. S-11 1/16" to 3/8" inclusive by 32nds, 11 drills
No. S-8 1/16" to 1/2" inclusive by 16ths, 8 drills

Especially Designed for Rugged Service in Electric Hand Drills

Sturdy Drill Sets—of High Speed Steel—especially built to withstand the shock and strain of Electric Hand Drill use. Adequate length for normal portable tool use—attractively priced. Utility packaged in protective heavy canvas case that may be rolled or folded and carried in the pocket. Set #S-13—13 High Speed Drills, 1/16" to 1/4" by 64ths; Set #S-11—11 High Speed Drills, 1/16" to 3/8" by 32nds; Set #S-8—8 High Speed Drills, 1/16" to 1/2" by 16ths.

Wood Boring Drill Set, No. 14—Built to deliver maxi-

mum efficiency in 1/4-inch Electric Hand Drills. New, improved design—these drills produce unusually smooth holes—cooler running—faster chip disposal—diminish stalling on "break thru", tempered to prevent damage on contact with metal. Attractively priced. Set consists of 5 drills—1/4" to 1/2" by 16ths—all with 1/4-inch round shanks. These sets of Shield Brand Tools are first quality, 100% inspected. They provide new convenience and new value for drill users.

STANDARD TOOL Co.

CLEVELAND 4, OHIO

New York • Detroit • Chicago



THE STANDARD LINE: Drills • Reamers • Taps • Dies • Milling Cutters • End Mills • Hobs • Counterbores • Special Tools



Fairchild

AVIATION • AERIAL CAMERAS • AERIAL SURVEYS • SOUND RECORDING

ELECTRIC HOME TOOLS

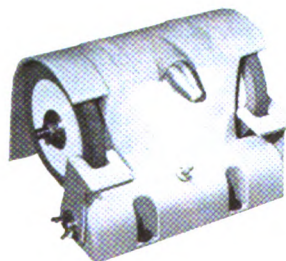
For Christmas sales to Men and Women



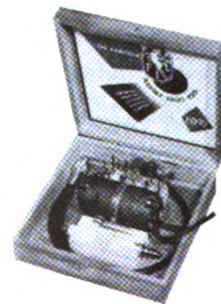
The Fairchild Householder kit . . . the most powerful of home drills, with 20 accessories for polishing, scouring, sanding, sharpening, paint mixing, drilling . . . day-in-day-out use . . . and the housewife uses it more than her husband does. Women love its feather balance, easy-to-use quick convenience. The practical complete kit for all home owners. Model F-149HK **\$24.95** List



The Model 149 electric drill plus 7 assorted high speed steel twist drills . . . in a handsome, handy kit . . . at a "best buy" price. Model F-149K **\$19.95** List.



New . . . the Fairchild Bench Grinder . . . powered by a 1/12th h.p. motor, with adjustable tool rests and built in light—designed and priced for the home user—Model 950 at **\$15.95** List. With accessories . . . wire brush, buffer and rouge stick, disc sander, chuck and three twist drills—Model 950 K **\$19.95** List.



As easy to use as a pencil . . . the Fairchild Flexible Shaft Tool for hobbyists, craftsmen, precision mechanics . . . in complete kit with 10 accessories. Model F-2 **\$19.95** List.

WRITE FOR THE NAME OF YOUR FAIRCHILD JOBBER

FAIRCHILD INDUSTRIES, INC. BURLINGTON, VERMONT

For Christmas Promotion

A fine Gift Item in a
fine Christmas
Gift Package



UTICA MagneKit

3 top quality tools on powerful Magnetic Holder.
Colorful Christmas package sleeves available
through your Utica distributor.

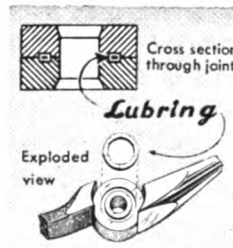


FOR ALL YEAR ROUND...THESE **UTICA** HEADLINERS



INDUCTION- HARDENED WRENCH JAWS

All Utica wrenches have their jaw surfaces hardened to prevent burring and to give extra life. They last up to ten times as long as ordinary wrenches.



"LUBRING" PLIERS

The pliers with the "built-in" lubrication! A ring of porous iron containing oil rides in the joint and releases lubrication as the pliers are used.



ALL ADVERTISED TO MILLIONS IN THE

THE SATURDAY EVENING
POST

UTICA DROP FORGE & TOOL CORPORATION • Utica 4, New York

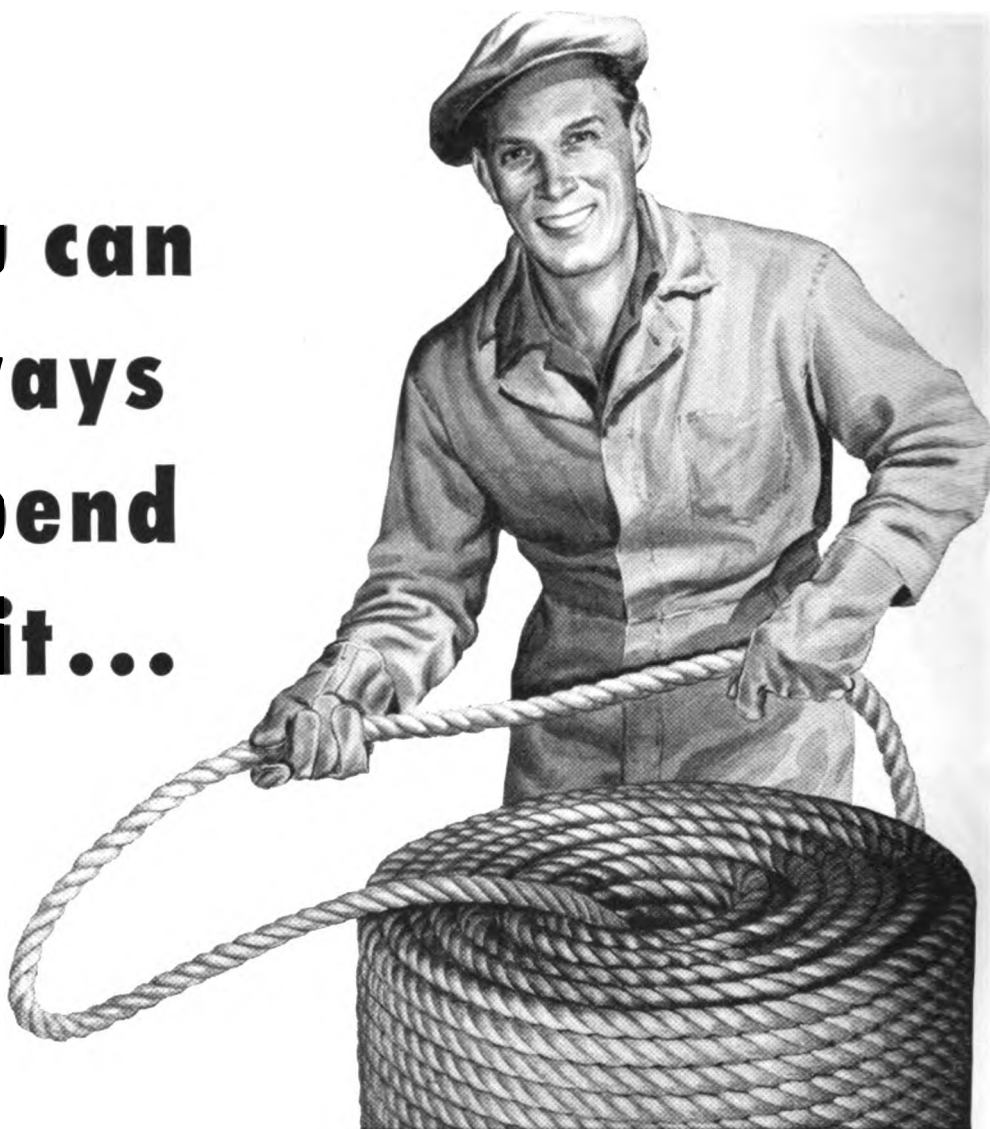
is to sell



quality tools

AND THE WORLD'S BEST TOOLS ARE MADE IN U. S. A.

**you can
always
depend
on it...**



"BLUE HEART" manila rope

The job of any rope, whether in marine service, industrial usage or on the farm, is to take strains and carry them without fail. Loads — and perhaps lives — will be entrusted to those strands. Give a man H & A "Blue Heart" Manila Rope to work with and you have provided the utmost in easy handling, flexibility, strength and durability. Made of top grade selected Manila fibre, prepared, spun and laid with meticulous care, "Blue Heart" is always dependable, long lasting and truly economical. Easily identified by the blue thread, centrally laid between the strands — a trademark that stands for unfailing quality. Distributed through reliable jobbers and supply houses. Complete information on request.

There is no better rope than "Blue Heart"

In addition to "Blue Heart" Manila, which has for many years received top ranking among leading grades of rope, H & A produce a complete line of cordage in all standard commercial grades. The list includes Transmission Rope, Drilling Cable, Lariat Rope, Fishermen's Rope, Jute and Hemp Twines, Hard Fibre Twines, Lath Yarn, Twisted and Braided Jute Packing, Tarred Marlines, Plumbers and Marine Oakum, Baler Twine.

THE HOOVEN & ALLISON COMPANY

"Spinners of Fine Cordage Since 1869"

XENIA, OHIO

BRANCHES: KANSAS CITY, MO. • OMAHA, NEB. • MINNEAPOLIS, MINN.



CLEMSON MOWERS

BRING HOME
THE BACON

If you want lawn machines that really sell — feature the Clemson line. They're the best-looking, best-cutting, best-moving mowers on the market. Profitable, too!

Starting early in the Spring, Clemson's hard-hitting advertising will reach interested homeowners in every part of the country — will tell the message of Clemson quality and value to interested prospects right in your own community. They'll learn about such Clemson features as: baked-on yellow enamel finish — shears bracket — palm-fitting hand

grips — simple cutting height and shear adjustment — welded reel — sturdy box-frame construction — non-scuffing roller.

Yes, Clemsons have everything!

What's more, the Clemson Line lets you trade up—has a lawn machine for every budget bracket. And—there's a rousing variety of selling aids that help you push extra profits into your pocket. Sell your customers the mower that has everything—sell Clemson Lawn Machines.

Order from your jobber NOW.



MODEL 16
15-in. cut.
Solid rubber tires.

\$1995*



MODEL 17
Full 17-in. cut.
Semi-pneumatic tires.

\$2495*

MODEL E-17

Engineering and construction make this the finest mower on the market.

\$2995*

*Prices higher Denver West.
Prices subject to change without notice.



Profits jump when you stock and sell Star Molyflex Hack Saw Blades... you make four times as much money as you do with standard steel blades. Customers go for Molyflex —like the way these top-quality high speed steel blades cut 23.8% longer than other brands of high speed flexibles—come back again and again with re-orders. Feature Star Molyflex Blades—get your share of *extra* Molyflex profits. Rush an order to your jobber today.

GET THESE STAR SALES AIDS FROM YOUR JOBBER

No. 166—Counter Display Card holding 10 Molyflex Blades. No. 45—Display Card that sells 3 Unbreakable Special Flexible blades at a time. Also, free Star Wall Chart—free 32-page booklet, *Metal Cutting*.

FEATURE STAR
STEELRITE
METAL MARKING
CRAYONS

Attractive counter box guarantees ready, steady sales.



COMING SOON!

Sound Slide Film: "Hitch Your Wagon To A Star". Available for distributors' sales meetings.

CLEMSON BROS., INC.
Middletown N.Y. USA

Makers of hand and power hack saw blades, frames, metal cutting band saw blades and Clemson Lawn Machines

takes severe strain!



PURITAN
Sash Cord
has every advantage!

**For those
extra sales...**

Puritan Sash Cord is
tops as a plow line,
child's swing, tent
or well rope.

Write for additional literature and sales helps on the complete
Puritan line which includes Puritan Maid, Eclipse and Planet Clothes
Line, Puritan, Regal, Kendale, Southgate and Magnolia Sash Cord.

- ★ EXTRA LONG LIFE!
- ★ NOTED FOR TOUGHNESS!
- ★ FREE FROM ALL FOREIGN MATERIAL!
- ★ AND IT HAS THE GOOD
HOUSEKEEPING SEAL
OF APPROVAL!



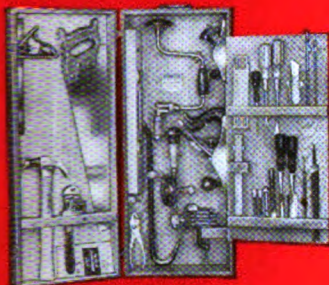
PURITAN CORDAGE MILLS, Inc. (Manufacturers) Louisville 6, Kentucky

**Order Now
FOR CHRISTMAS BUSINESS**

STANLEY TOOLS IN SETS TOOLS IN WOODCRAFT BOXES



No. 951 Roll-Up Set
29 Tools in roll-up Oak Chest



No. 910 Hobby House Set
28 Tools in sturdy Oak Chest



No. 907 Woodworker's Set
19 Tools in Oak Chest

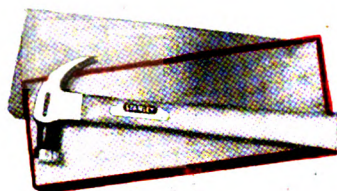


No. 895 Better Home Kit
28 Defiance Tools in metal cabinet

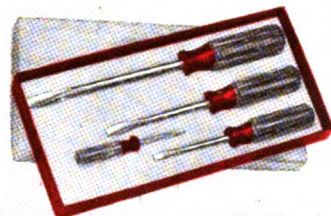


**No. 891
Handyman Set**
17 Defiance
Tools in metal
cabinet

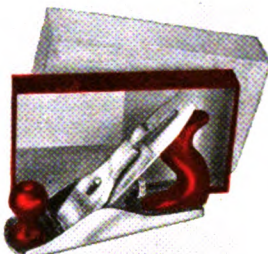
**No. 888
Fix-it Kit**
12 Defiance
Tools in Tote
Tray



No. X51 1/2 Nail Hammer



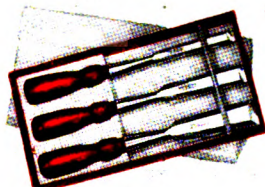
No. X2000A Screw Driver Set



No. X4 Bench Plane



No. X1246 Bit Brace



No. X750A Socket Chisel Set



No. X45 "Yankee" Push Drill

Also Expansive Bit, Combination Square, Set of Rules, Hand Drill, Block Plane, Spiral Ratchet Driver, "Pull-Push" Rules and Trimming Knife.

Again this year Stanley Tools are gift-packed for Christmas selling. Each tool comes in a rich, pine-colored Woodcraft Box . . . 16 popular numbers to choose from. Sold individually or as the No. X16A Unit including one each of the gift packages and four colorful display cards.

In Tool Chests, there's a complete line. Six distinctive sets . . . a style and price for every customer—artisan or occasional user.

Special advertisements featuring Stanley gift merchandise will appear in The Saturday Evening Post, Popular Mechanics, Home Craftsman and other leading magazines. Newspaper mats for local advertising and envelope stuffers are available FREE to dealers.

Your jobber has the complete story. Place your order early.

STANLEY TOOLS, NEW BRITAIN, CONN.

THE TOOL BOX OF THE WORLD

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

GET SET NOW for the greatest

Feature the UNIVERSAL

**GLAMOR
GIRL!**

I love my
UNIVERSAL
Electric Blanket



Get Your Share of the Electric Blanket Market by Starting Early!

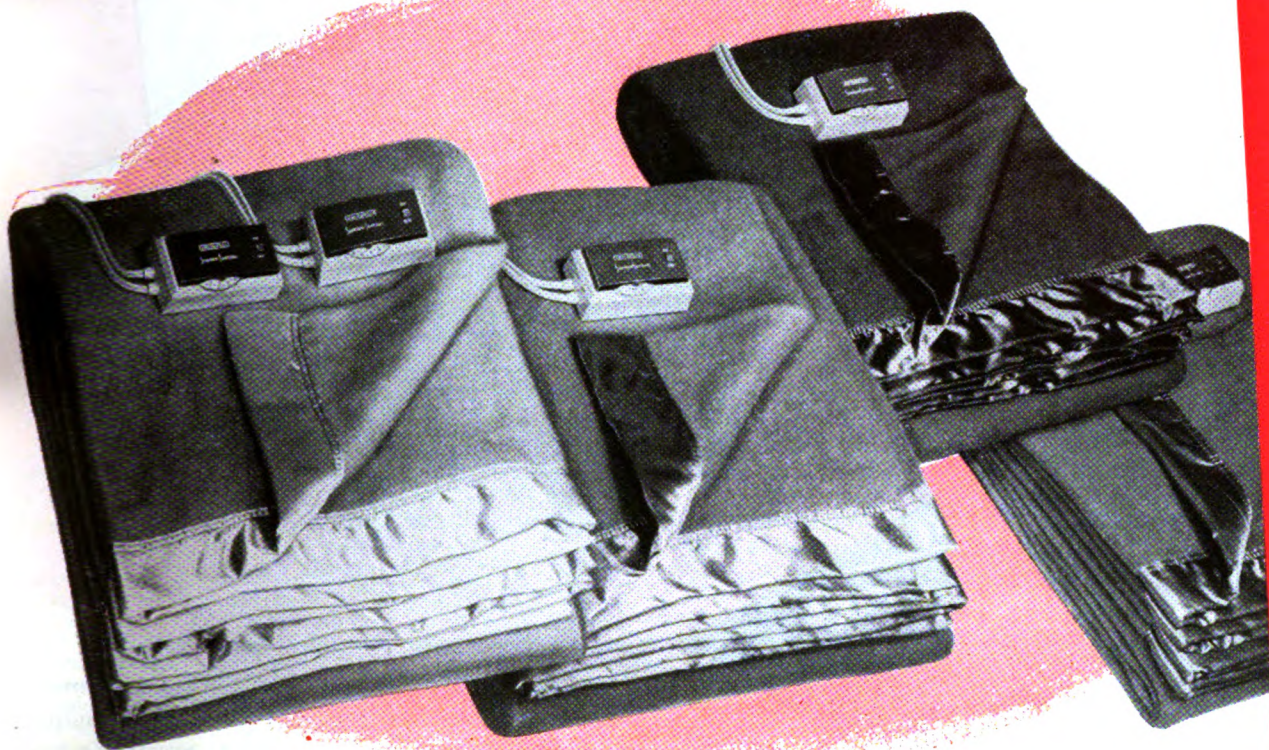
Start this Universal Glamor Girl working for you, now! 49 inches of eye-catching girl in *Full Color* to sit on your counter, on a cedar chest or cocktail table. Drape a Universal Blanket through her hand and watch her stop customers for a second look. Here's the best display yet to stop 'em and sell 'em! And what's more, she's FREE!

SEE YOUR **UNIVERSAL** DISTRIBUTOR TODAY

and find out how to get this big colorful display. Ask him about the other selling plans Universal has prepared to make your Blanket sales boom . . . complete, sure-fire programs to interest your customers in Universal Electric Blankets and **MAKE SALES PYRAMID!**

*she's BIG!
she's BEAUTIFUL!
she SELLS!*

Electric Blanket Season EVER!



UNIVERSAL *Electric Blankets*

UNIVERSAL FEATURES THAT SELL!

2 SIZES—Generous 72" x 86" for double beds with plenty of room for tuck-in. 66" x 86" ideal for twin beds.

SINGLE OR DUAL CONTROL for double beds. Dual control lets each sleeper choose his own temperature. Single control on twin bed sizes.

4 COLORS—Pastel shades to blend with any bedroom color scheme—Rose, Blue, Green or Heather.

FINEST QUALITY—Virgin Wool for warmth, rayon for easy washing and long-fibred cotton for strength. Blankets are bound top and bottom with 6" wide rayon-satin in matching colors for beauty.

9 THERMOSTATS—Strategically placed throughout the blanket, they prevent overheating, assure complete comfort and safety.

SLUMBER SENTINEL—Only Universal Electric Blankets offer the constant protection of this wonderful automatic control. You just set it . . . and forget it!

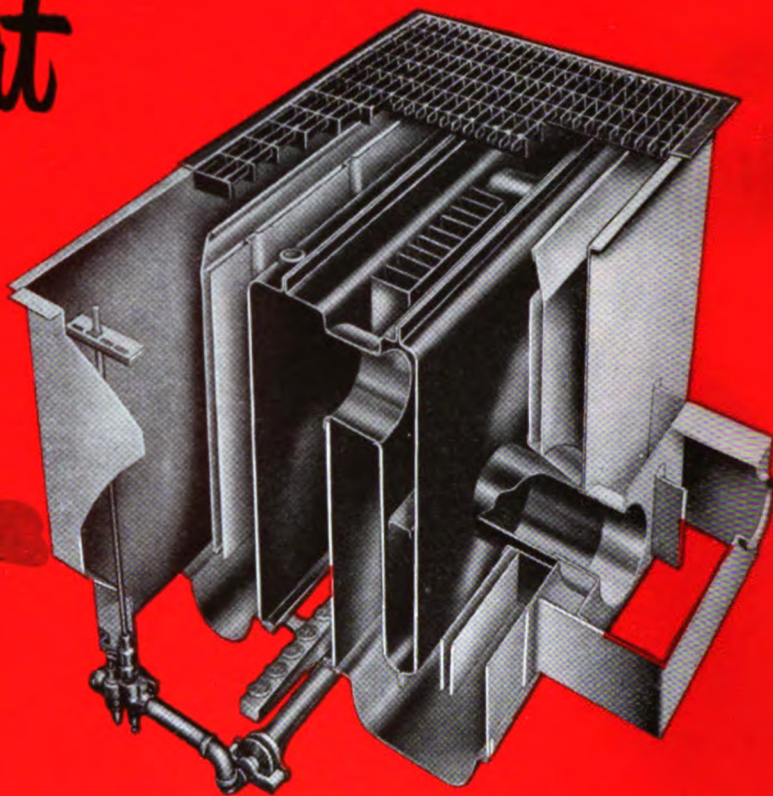
ACCLAIM from THOUSANDS OF USERS

Satisfied users all over the country have enthusiastically praised Universal Electric Blankets. More and more people are hearing about better sleep . . . more restful sleep that can be had with a luxurious Automatic Universal Electric Blanket. Thousands of customers are being pre-sold for you. Start now to take advantage of this ready-to-buy market.

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

More heat ...for less money!*



The New 1950 WASHINGTON *Frugal* GAS FLOOR FURNACES



GRAY & DUDLEY CO., Dept. HA
Nashville 3, Tenn.

Gentlemen:

Please send me information on WASHINGTON FRUGAL GAS FLOOR FURNACES.

NAME _____

COMPANY _____

CITY _____ ZONE _____ STATE _____

**Greater profits with less sales efforts too.*

Three new WASHINGTON FRUGAL Gas Burning Floor Furnaces are now available for low cost housing construction. Requiring no basement, excavation, expensive plumbing or air ducts, these units are factory assembled for quick, easy installation. Input ratings are 35,000 B.T.U., 50,000 B.T.U., and 70,000 B.T.U. for natural or manufactured gas, slightly lower for bottled "LP" gas. Sizes range from 32" x 22" to 42" x 24" overall. All models are equipped with rust proof burner ports and Baso 100% Safety Shut-off Valve with Pilot. The outer casing is of heavy gauge steel, triple coated to resist corrosion. All units are current A. G. A. approved and carry a ten year guarantee not to rust or burn out.

Established 1862

GRAY AND DUDLEY CO.
Nashville 3, Tenn.

The most complete line!



Oil Heater



Coal Range



Coal Stove



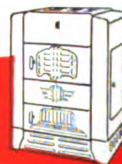
Gas Range



Gas Heater



Coal-Wood Range



Coal Heater



Water Heater

Gold Stripe QUALITY PAYS YOU A PREMIUM in Bigger, Faster Profits

Your customers, from master painters down to homeowners, know Pittsburgh *Gold Stripe* brushes do the job right . . . and they're cheaper to use in the long run.

Your repeat sales will be adequate testimony to the fact that Pittsburgh brushes give smoother, neater paint jobs with less effort in less time.

And you don't have to invest heavily in stock either! Thanks to Pittsburgh's unique branch warehousing system, you can carry minimum supplies and still be assured of the stock you want *when you need it quickly.*

No other paint brush offers more to your customers than Pittsburgh's Gold Stripe Line.

- (1) Top-grade, straightened, pure bristle, selected to give maximum carrying capacity.
- (2) Constant bristle formula developed by master craftsman with painstaking care to insure longer wear, greater efficiency and true economy.
- (3) Proper taper for smoother application and cleaner trim.
- (4) Riveted steel ferrules (originated by Pittsburgh) combine fine hardwood handle and the right bristle into a long-life team.
- (5) Especially designed handle to give the perfect balance that means easy handling; saves wrist and arm strain.
- (6) Life Saver Jacket of new, improved fiber keeps brush lively, straight and clean.
- (7) The Gold Stripe is your customer's guarantee of better, faster paint jobs every time, because all brushes are designed as a unit under job-tested conditions by master painters.

Stock Pittsburgh Brushes for faster turnover

More sales—bigger profits. Call the Pittsburgh Branch near you, or write PITTSBURGH PLATE GLASS COMPANY, Brush Division, Dept. D-2, 3221 Frederick Avenue, Baltimore 29, Maryland.

"Lightning Line" staple-set Brushes

When it comes to sweeps, dusters and scrubs, the Pittsburgh "Lightning Line" pays off in greater profits. Same warehousing system assures adequate stocking at minimum investment. Order now.



SWEEPS



SCRUBS



DUSTERS

Other Profitable Lines

Pittsburgh brushes also available in the exclusive Bristle-Neoceta family and the 100% Neoceta family for one-half and two-thirds of the price of pure bristle brushes.



PITTSBURGH

Gold Stripe BRUSHES

BRUSHES • PAINT • GLASS • CHEMICALS • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

Better Homes

Serving more than 3,500,000 families
October 1950 • 25c • In Canada 35c

and Garden



What news!

NOW **BH & G** is
3½ million **BIG**

make pecan rolls

A BIG reason why Better Homes & Gardens sells more hardware for you!

What has happened here has never happened before—in all publishing history.

Never before has a magazine of selected, top-buying readership grown to the mass-circulation size of Better Homes & Gardens.

Think what this means to you as a hardware retailer!

Here, as nowhere else, are 3½-million families *screened* for keen interest in improving their homes.

Here, as nowhere else, are 3½-million of the best homes on the block—with more rooms per home, more money spent on maintenance and renovating.

Here, as nowhere else, are 3½-million families primed for buying activity—with every page in the magazine devoted to better living.

No wonder your best customers are powerfully pre-sold on the brands they see advertised in Better Homes & Gardens!



Serving a **SCREENED MARKET** of 3½-Million Better Families

Powerful full color page advertising in *The Saturday Evening Post* helps you sell more paint and more Gum Turpentine. Always recommend and sell Gum Turpentine for use with oil paints.

THE SATURDAY EVENING POST

49 Uses

in Painting, Cleaning, Polishing

Use Gum Turpentine for cleaning floors, furniture, woodwork especially before polishing or waxing. Cleans metal, porcelain, glass and linoleum surfaces, bed frames and bed springs. Especially useful in cleaning toilet seats and bowls, bathroom and kitchen floors. Spray closets with Gum Turpentine.

A FINE OLD FURNITURE POLISH RECIPE:
Mix 1 pint of Gum Turpentine to 1 pint of boiled linseed oil. Use sparingly.



*So Much
for So Little!*

... THE MARVELOUS THINGS YOU CAN DO WITH PAINT AND GUM TURPENTINE

NEW-LOOKING homes for old! Lovely rooms in the rich, new shades... smart, colorful kitchens... old furniture transformed—this is the magic of good paint and Gum Turpentine; and nothing else gives you so much *value* and *satisfaction* for your money.

Good oil paints work best with Gum Turpentine, the original, standard, foolproof paint thinner preferred by 9 out of 10 painting contractors and master painters. Made from the living pine tree, Gum Turpentine is the lifeblood of paint, provides correct penetration to anchor the paint, does not affect color or whiteness, adds durability to paint film.

Specify or use Gum Turpentine for all exterior painting and with long-lasting oil paints for interior painting. Buy Gum Turpentine at paint and hardware, drug, variety and food stores. Look for the AT-FA Seal on the package.

AMERICAN TURPENTINE FARMERS ASSOCIATION
General Offices: VALDOSTA, GEORGIA



Always thin Paints, Varnishes, Enamels with Gum Turpentine

You'll "step up" your ladder sales with Amazing New Alumiladder!

Here's
PROOF!



LIGHTERWEIGHT!
Aluminum! Approximately 2 lbs. per foot! A finger lifts it!

MORE ECONOMICAL!
Lowest cost per foot of any quality ladder, wood or metal.

ATTRACTIVE NATURAL FINISH!

RUST-RESISTANT!

SPILL-PROOF PAIL HOLDER!
Concentric ridges on its surface grip paint cans of every size.

RIGID!
Exclusive back leg assembly prevents side-sway!

EXCLUSIVE REDdy-Lock!
Press pail holder down easily... it's safety locked. Lift it... the ladder's closed.

STRONGER!
Heat-treated aluminum for hardness! Built to last for years!

A SIZE FOR EVERY NEED!

*SIZE AND WEIGHT	
26 in. high,	4 lbs. 15 ozs.
4 ft. high,	8 lbs. 9 ozs.
5 ft. high,	10 lbs. 8 ozs.
6 ft. high,	12 lbs. 8 ozs.

NON-SKID!
Ladder can't slip or scratch floors... legs have rubber treads. You can't slip... steps are grooved for greater safety.

"Imagine! Even I can lock and lift it with only one hand!"

says typical housewife Mrs. Amy Newell, New York City

What Mrs. Newell is saying will soon be echoed by millions all over the country... to your greater profit, if you feature amazing new REDdy-Lock Alumiladder. It's the first ladder, the only ladder, ever to offer your customers the superiority of lightweight aluminum at the low cost of cheaper, less-desirable materials. And it also gives them the biggest line-up of exclusive advantages in ladder history (see above). What's more, of all ladders, only Alumiladder is pre-sold by: 1. the nationally-advertised-and-accepted CHROMTRIM name, 2. a special campaign to 12,000,000 families in BETTER HOMES & GARDENS, AMERICAN HOME, POPULAR SCIENCE, MECHANIX ILLUSTRATED, HOME CRAFTSMAN, POPULAR HOMECRAFT, etc. So ask your jobber to step in and get you set for the big sales step-up with Alumiladder.



REDdy-Lock

LUMILADDER

by the makers of famous Chromtrim
Easiest to Lock... Lightest to Lift



R. D. WERNER CO., Inc., 295 Fifth Ave., New York 16, N. Y.
In Canada: R. D. Werner Co., Ltd., Oshawa, Ont.



FREE! Plan on "How to Step Up Ladder Sales"!

R. D. WERNER CO., Inc., Dept. HA
295 Fifth Avenue, New York 16, N. Y.

Please send me full details on how I may become a REDdy-Lock Alumiladder dealer (including prices, etc.)

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____
JOBBER'S NAME _____

The **HOTTEST** Item to Hit the Hardware

*Featured by
Some of the
BIGGEST Stores
In the Nation*

A Typical Case History!
A L'S of New York SOLD
LURO Electric Paint
Removers in One Week

AMAZING.
removes paint easily
down to the bare wood
no electric
remover

3.95

New! Luro Paint Peel
Now we give you the amazing electric paint
that removes one to ten coats of paint with
stroke... just plug it in and it removes the
electrically without scorching, or burning the
wood surfaces. A wonderful time and work

TO THE BUSY STROKE!
RAPING, CUTTING

**SAFE — WILL NOT
BURN SURFACE!**

... of man with a hobby!
Remover softens paint in
seconds and the surface can be
done in easy strokes. It does a
high job—leaves no mess and
dries complete with an asbestos
to rest the paint remover
just plug into any AC or DC
current.

3.95

PAINT CENTER—SIXTH FLOOR

Gimbels

Removes Paint to the Bare Wood In An Instant

CHECK THESE FEATURES:

- Easy to sell... anyone can use it.
- Not a toy or gadget — but a fine tool.
- Saves work, time and money.
- Perfectly safe — no danger of chemicals or fire from a blowtorch.
- Well built with a UL approved asbestos covered cord for long life.

Here is the biggest HOT ITEM in years! It sells on sight because every home can use at least one of them! Easy to... just plugs in... heats up quickly... and in easy strokes it removes the paint to the bare wood from any surface! Well built for long, trouble-free service!

and Housewares Field In Years!

LURO

ELECTRIC

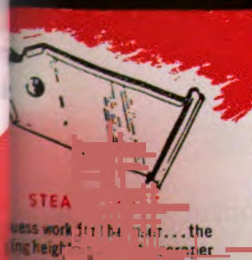
PAINT REMOVER



RETAILING
PROFIT
at only

\$3

and It Has **ALL** the Features



HANDSOME BOX

Packed in a colorful box that sells them on sight. Set up a display of



LARGE SCRAPING ELEMENT

A larger edge allows more paint to

**SOLD ONLY THROUGH
RETAILERS AND JOBBERS**

If your jobber can't supply you, send us your order with your jobber's name and we will see that your order is filled promptly...

Digitized by Google



... this new campaign in
means more business for
distributors who
sell products assembled with

AMERICAN PHILLIPS SCREWS

For years, American has been a "PHILLIPS-HEADquarters" . . . engineering these modern fasteners into all types of products.

Today, American joins in this new campaign in which millions of users of manufactured products are being told to look for the clue of extra quality...

"The Phillips Cross-Recess Marks the Spot . . ."

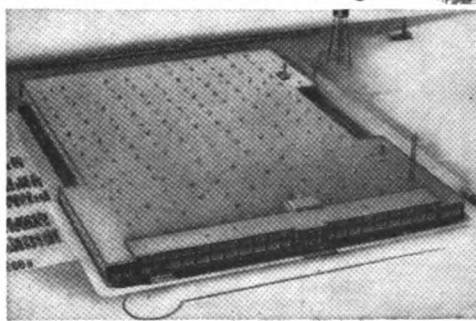
A symbol that quality is built into a product with the modern Phillips fastener.

American, with its new plant and equipment at Willimantic, Connecticut, is in a stronger position than ever before to meet the ever growing demand for Phillips fasteners. In addition, the facilities at its Norristown, Pennsylvania, plant and the large warehouse stocks maintained in Chicago have been established to help service distributors and users of American Phillips Cross-Recessed-Head Screws. Write, telling us how American can be of help to you!

AMERICAN SCREW COMPANY

Plants at Willimantic, Conn., and Norristown, Pa.

Warehouses at: Chicago 11: 589 E. Illinois St. Detroit 2: 502 Stephenson Bldg.



Can you find the clue...



...to quality?

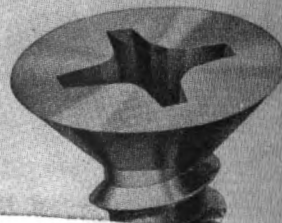
X marks the spot...



Yes! a PHILLIPS SCREW

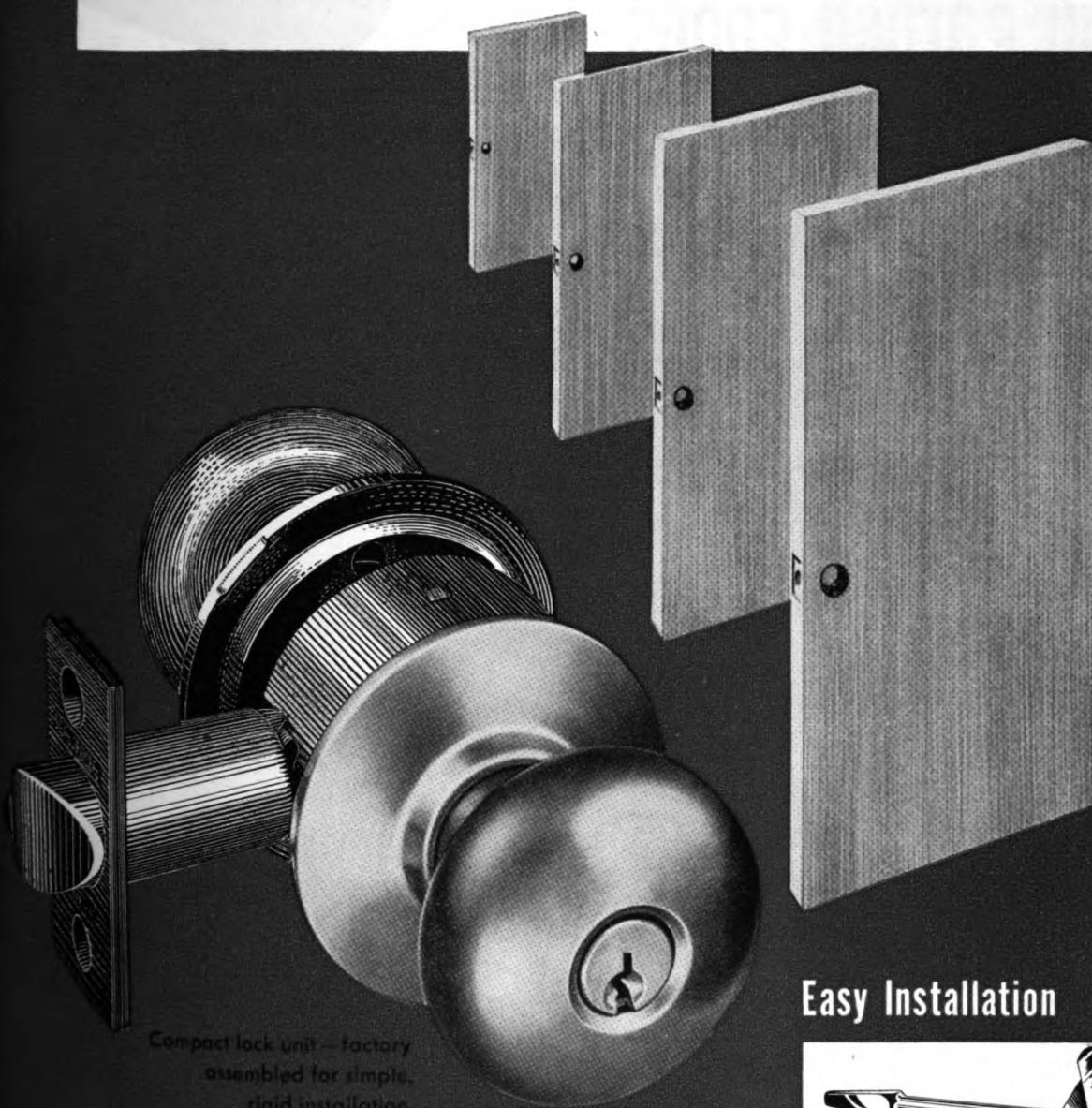
You don't have to be a super-sleuth to detect the sign of quality on a modern product. Just look for Phillips Cross-Recessed-Head Screws. Used on everything from refrigerators to cattle trailers, these famous screws make possible creep-free tightness at all fastening points. They're your assurance that a product is well built.

PHILLIPS Cross-Recessed-Head Screws
on sale at hardware, automotive
and mill supply outlets.



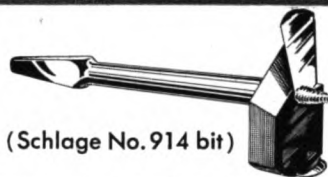


More builders are buying Schlage Locks...



Compact lock unit — factory assembled for simple, rigid installation.

Easy Installation



(Schlage No. 914 bit)

Quick... Drill just 2 holes. Schlage No. 914 bit makes boring fast and accurate.

Uniform... All doors may be drilled alike, regardless of lock function.

Adaptable... Schlage locks are adjustable for all standard door thicknesses; reversible, for right or left hand doors.

Schlage installation means proved economy for builders... proved profits for you.

SCHLAGE

SCHLAGE LOCK COMPANY

Bayshore Blvd.
San Francisco

Two Penn Plaza
New York

SCHLAGE...FIRST NAME IN CYLINDRICAL LOCKS

How *Green Spot* helps you **SPOTLIGHT** all your garden goods!

With the big, new Green Spot Promotion Kit (details below picture), you'll make '51 your best-selling year . . . not just for Green Spot garden hose accessories, but for all your garden supplies. It's the greatest "related selling" idea ever to hit the garden business.

You'll be sure to sell more garden hose accessories if you keep a *full selection* of Green Spot on hand. For Green Spot is America's most complete, high quality line . . . with exactly the right accessory for every purpose. With Green Spot, you can't fail to make the sale, no matter what the customer's special gardening need. The items on the right are just part of the wide range of topflight products . . . see your jobber for the full story.



SPOTLIGHTS the Entire Garden Department!

Green Spot dramatically focuses customer attention not just on Green Spot but on the *entire* Garden Department . . . with the most unselfish window display ever offered in the garden field. It's featured in the Green Spot Promotion Kit, which includes beautiful, full-color, easel-mounted backdrop . . . two matching side panels, listing items vital to lawn care . . . easy-to-follow diagrams for window set-up

and inside-the-store counter display . . . free sales helps: dealer newspaper ad service, popular giveaway *don herold* booklets, catchy herold-illustrated silent salesmen and product displays, etc. It's all part of Green Spot's big, new Promotion Kit. See your jobber for yours and increase your *entire* Garden Department sales, including garden hose accessories, fertilizers, lawn mowers, etc.

New! It's the WEATHER-MATIC! It's automatic!

WEATHER-MATIC's the queen of automatic sprinklers! Polished chrome arms feature ball-bearing action that assures smooth, silent rotation. Super-accurate, adjustable nozzles have distance markings for watering any circular area from 10—50'. Rust-proof. Moving parts brass.



**H-346
FOUR-ARM
SPRINKLER:**
Each arm pre-set at different angle for even coverage over entire area. Rustproof. . . brass arms and head, green-enameled base.



**H-3334
TWO-ARM
ADJUSTABLE
SPRINKLER
(Chrome):**
Versatile . . . nozzles adjustable from mist to downpour and for watering any shape area. Used rotary or stationary. Rustproof. Also in brass.



**H-263
CRESCENT
SPRINKLER:**
New! Ideal for semi-circular or triangular areas up to 10' wide, 20' long. Can be moved without turning off water.



**H-354
THREE-ARM
SPRINKLER:**
Waters 40' circle with uniform rain-drop spray. Low-priced, rotating. Arms pre-set for correct coverage. Brass head and arms, green-enameled base.



**H-262
FAN SPRAY:**
Waters soil without wetting foliage, preventing fungus diseases on roses, phlox, etc. Forged brass body . . . washer retaining pocket.



**H-226
ROUND FLOWER
SPRINKLER:**
Great for sandy or porous soils that need heavy watering. Won't dig up dirt or harm roots or seedlings.



**H-264
RING
SPRINKLER:**
Safe for children. Provides spray up to 20' diameter. Wrought brass gives long life.



**H-255
MULTIPLE LAWN
SPRINKLER:**
When used in series, ideal to water long narrow or odd-shaped areas. Misty spray won't wash banks. Perfect for low water pressure.



**H-3375
CHROME HOSE
NOZZLE:**
New . . . exclusive leakproof design. Complete spray range . . . hard, straight stream to fine mist. Accurately machined from solid brass, heavily chrome-plated. Other models also available.



**H-344
GOOSE NECK:**
Allows hose to be attached to faucet without skinning knuckles. Swivels freely . . . no hose kinks at faucet. 12 on a display card.



**H-333
"Y" CONNECTOR:**
Allows two hoses to be attached to one faucet, so two accessories can work at same time. Cast brass . . . one end female threaded, two male threaded.



**H-361
ROOT
IRRIGATOR:**
New! Used by pushing stem in ground to water roots of trees, plants, shrubs. Water-control valve, all brass head, 33" green-enameled steel stem.



**H-285
TUBULAR HOSE
MENDER:**
Makes quick, easy repairs. Used with Green Spot clamps. Brass, 1/2", 3/4", 1" I.D. hose sizes.



**H-280
STANDARD HOSE
COUPLING:**
High-strength wrought brass, deep ridges on shank, heavy knurling on nut. 1/2", 3/4", 1" I.D. hose sizes.



**H-282
SUPER-CLINCH
HOSE MENDER:**
Smoothly repairs or joins two pieces of rubber or plastic hose. No projecting parts. Leakproof. Solid brass, plated steel fingers.



**H-281
SUPER-CLINCH
HOSE COUPLING:**
Joins two pieces of rubber or plastic hose so they can be taken apart. Heavy gauge brass, rust-proof steel fingers for strength (they hold firmly without cutting).



**H-353
QUICK
CONNECTOR:**
Speeds joining of hose-to-faucet, hose-to-hose, hose-to-accessory. Snaps together . . . no threads. Brass, leak proof. 12 on a display card.



**H-357
RUBBER
WASHERS:**
New! Distinctive green washers remind customers of Green Spot. Fit standard size equipment. 10 on a clip.

See your jobber or write Merchandise Division, Scovill Manufacturing Company, 36 Mill Street, Waterbury 20, Conn.

Green Spot

GARDEN HOSE ACCESSORIES

A PRODUCT OF SCOVILL



Keeps that spot green

STAMINA!



Every fibre individually waterproofed — every inch resists rot, wear and abrasion — every foot guaranteed for quality, strength, durability, service — in a word, STAMINA.

That's because Columbian Rope is quality controlled from the moment the fibres are selected by our organization in the Philippines till it's wrapped ready for shipment.

COLUMBIAN ROPE COMPANY
400-70 Genesee St., Auburn "The Cordage City," New York



PENNSYLVANIA

FOR 1951

Pennsylvania dealers are getting ready for the biggest year in all Pennsylvania history. And no wonder!

Look at the NAME!

One of the oldest—certainly one of the greatest—names in lawn mowers. Quality leaders since 1877.

Look at the PRODUCT!

Grass-cutting by PENNSYLVANIA—power by BRIGGS & STRATTON. An unbeatable combination in the power mower field. Quality you can demonstrate—and sell.

Look at the LINE!

In addition to the power mower, four hand mowers and the popular PENNSYLVANIA TRIMMER AND EDGER. GREAT AMERICAN—choice of the professional gardener; PENNSYLVANIA, JR.—heavier duty, for use where the grass is tough and the season long; METEOR (5 blade) where steep terraces are a problem and (7 blade) for cutting creeping type bent grasses; PENNA-LAWN—moderately priced for the small-home owner.

Look at the ADVERTISING!

A full page in color in THE SATURDAY EVENING POST—other well-timed color and black-and-white advertisements in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME, PATHFINDER, SUNSET, FLOWER GROWER, AMERICAN CEMETERY—telling, retelling the "PennsylvaniaStory" to nearly 12,000,000 readers.

Look at the SALES HELPS!

Consumer pieces "How to Grow a Beautiful Lawn" and "Advice to a Man About to Buy a Lawn Mower"—descriptive folders on each model in the line—window streamers—posters—newspaper mats—everything you need to put on your own seasonal lawn mower promotion.

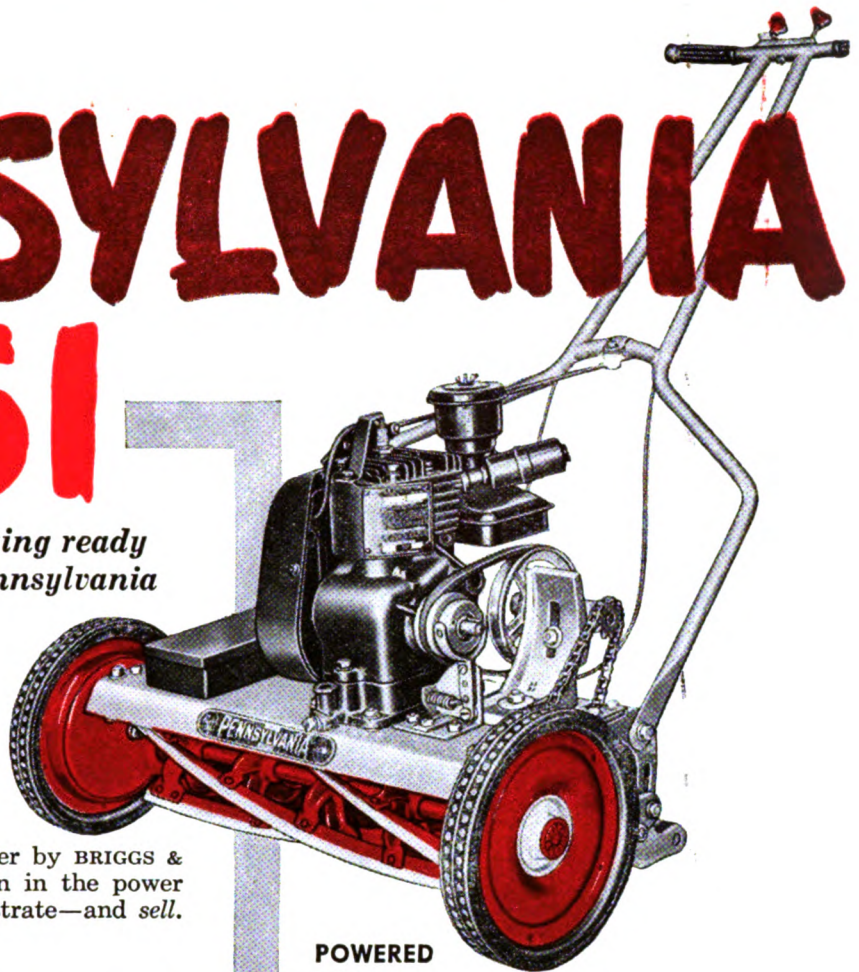
Order EARLY!

Last year, many dealers could have sold more PENNSYLVANIAS if they'd had them. Get your 1951 orders in early.

PENNSYLVANIA LAWN MOWER DIVISION

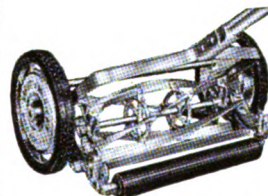
American Chain & Cable Company, Inc.
Camden, New Jersey

ACCO



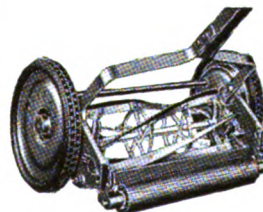
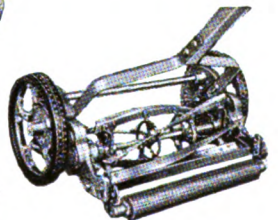
POWERED WITH BRIGGS & STRATTON ENGINES

R-15—18 inch cut—1 HP Engine
T-15—21 inch cut—1½ HP Engine
with rewind starter and tool box



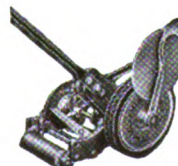
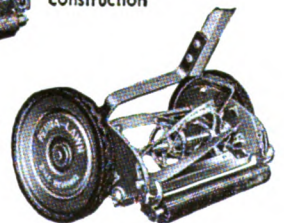
Great American
—the all 'round favorite

Penn Jr.
—for extreme service
and wire grasses



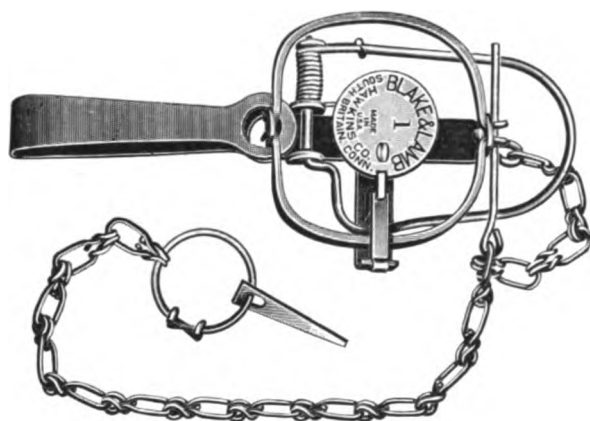
Meteor
—light weight,
aluminum alloy
construction

Penna-lawn
—moderate priced leader



Trimmer and Edger
—a fast-selling item

A Superior Game Trap



Blake & Lamb Sure-Hold

More Trappers every day are insisting on No. 1 Blake & Lamb Sure-Hold Steel Traps.

This is the trap that is designed to catch and hold them. There is no better trap for muskrat. There is none other *just as good.*

Mr. Dealer — be sure you have on hand your quota of this super steel trap. Your jobber has stocked them for you.

BLAKE & LAMB

The Steel Trap of the Hardware Trade

THE HAWKINS COMPANY
America's Oldest Trap Manufacturer
SOUTH BRITAIN, CONNECTICUT

DIETZ

COMET LANTERN

LIGHTS UP THE NIGHT

FOR FUN, UTILITY

& ANY EMERGENCY

USE IT IN
THE CITY,
USE IT IN
THE COUNTRY
USE IT
ANYWHERE
• Camping
• Picnics
• Back-Yard
Fun and
Parties
• Hikers
• Boating
• Motoring
• Or Just
Sitting Home
in the
Dark



A
WELCOME
GIFT
FOR ANY
OCCASION
•
Burns
12 to 15
hours
•
Stays
lit in
any weather
•
Bright —
4 candle
power
•
Burns
Kerosene

The NEW DIETZ COMET LANTERN

For
sky-high
sales,
priced
within
everybody's
reach

For Boys, Girls and Grownups

A Practical DIETZ Lantern at the Price of a Toy

MADE BY WORLD'S LARGEST MANUFACTURERS OF LANTERNS

SPECIFICATIONS

Height	8 3/8 Inches	Burns	15 Hours
Light	4C. Power	Globe	Dietz "Comet"
Wick	3/8 Inch	Burner	Dietz "Comet"
Fuel	Kerosene	Package	1 Dozen
Finish.....	Bright Red Enamel Over Prime Terne Plate		

FREE: With each dozen, richly colored display with gold foil backdrop (as illustrated). Show it in your window. Write for mats, envelope stuffers.

The lantern that everyone can use. Packed with sales appeal. It's the right size for universal use. The gay color and styling gets the gift-seeking ladies, just as it does sportsmen, home gardeners, or picnickers. Just made for the kids and teenagers.

In these times, everyone is conscious of the desirability of having one or more lanterns around the home, shop and building for use in unforeseen emergencies—the Comet fills the bill perfectly.

Let the Comet shoot up your sales curve—make a stock order from your jobber.





DIETZ LANTERNS THE STANDARD OF THE WORLD!

Since 1840—for well over a century, DIETZ LANTERNS have maintained an unmatched leadership in design and performance. Ever sensitive to changing times, ever alert to improvement, DIETZ has always kept step with the times.

Among the notable features of the Streamline series are the broad non-tip base, improved top, all parts are curved to spill off wind and rain. Now supplied cold-rolled coated steel, gray enamel finish.

Control of flame permits a choice of abundant portable light or a low controlled glow without deminishment, or failure.

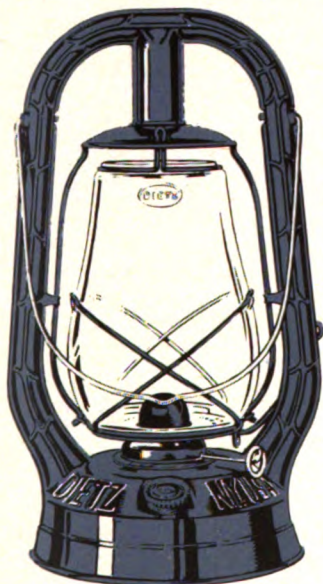
Greatest economy of fuel consumption. DIETZ LANTERNS burn dry to the last drop, without interruption.



DIETZ No. 2 D-LITE (Cold Blast)
with rising cone burner

SPECIFICATIONS

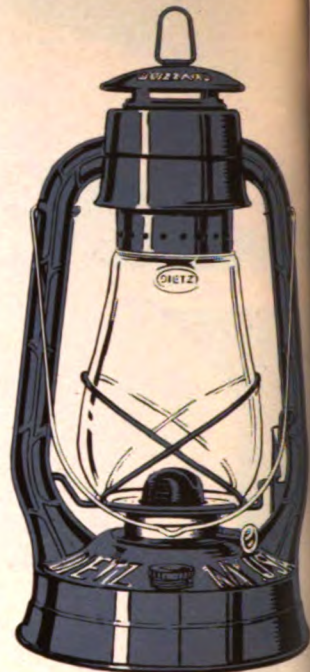
Height.....13¼ inches
Light.....10 C. Power
Burner.....No. 272, 1 inch
Wick.....No. 2
Burns.....45 hours
Globe....."D-Lite Loc-Nob"
Package.....Half Dozen



DIETZ "MONARCH" (Hot Blast)

SPECIFICATIONS

Height.....13½ inches
Light.....4 C. Power
Burner.....No. 411, ¾ inch
Wick.....No. 1
Burns.....30 hours
Globe....."Fitzall Loc-Nob"
Package.....One Dozen



DIETZ "BLIZZARD" (Cold Blast)
with rising cone burner

SPECIFICATIONS

Height.....14¾ inches
Light.....10 C. Power
Burner.....No. 272, 1 inch
Wick.....No. 2
Burns.....45 hours
Globe....."Fitzall Loc-Nob"
Package.....Half Dozen



DIETZ "LITTLE WIZARD" (Cold Blast)
with rising cone burner

SPECIFICATIONS

Height.....11½ inches
Light.....6 C. Power
Burner.....No. 211, ¾ inch
Wick.....No. 1
Burns.....30 hours
Globe....."Little Wizard Loc-Nob"
Package.....One Dozen

R.E. DIETZ COMPANY
EST. SYRACUSE 1, N. Y. 1840

NEW

DIETZ "PIONEER" Electric ESTATE LANTERN

Nationally advertised. Authentic Design from original dies. For driveways, entrances, walks, gardens, doorways, summer homes or dock lights.

22" high. Black weatherproof finish. Frosted glass globe. Uses any size light bulb.

2½" diameter base tapers to 2" for snug fit—attached to post, pipe, or bracket.

Retails for \$15.00 in the East. Slightly higher elsewhere.

DIETZ LANTERNS

OUTPUT SOLD EXCLUSIVELY THROUGH THE REGULAR JOBBING TRADE. NO PRIVATE BRANDS



★ ★

EVERYBODY BENEFITS IF EVERYBODY GIVES

**Give to your local
Red Feather Campaign**

CAMPBELL CHAIN *Company*

Main Office—York, Pa.

Factories—York, Pa. & West Burlington, Iowa



DEPEND ON YOUR JOBBER...

HE CAN STILL
SUPPLY YOU
WITH

Eagle

FARM TARPS &
TRUCK TARPS



DOUBLE-SEWED
THROUGHOUT—
seams, hems and corners
ROPE IN HEM TAKES
STRAIN OFF CANVAS—
grommets won't pull out

GUARANTEE

Eagle Farm Tarps
are guaranteed for
one full year from
date of consumer
purchase.

There is a canvas shortage; no one can deny that. Government estimates report a cotton crop 40% less than last year. Heavy military buying of canvas makes future availability uncertain. Speculators and unreliable sources have been forced from the market, but your jobber is a legitimate tarpaulin distributor and he has bought his normal requirements. So, stick with your jobber for as always he can supply you. Check your stock today and order enough Eagle Tarpaulins to supply the demand.

FARMERS AND TRUCKERS WANT EAGLE TARPS NOW

The demand will be bigger than ever this year. Farmers and Truckers need tarpaulins to protect their crops, and they know Eagle Tarps stand up on the job. Be prepared to supply this demand... order your Eagle Tarps from your jobber listed here.

ALABAMA
Loeb Hardware Company, Montgomery
Moore-Handley Hardware Company, Inc.,
Birmingham
Tissier Hardware Company, Selma
ARIZONA
Arizona Hardware Company, Phoenix
ARKANSAS
Buhrman-Pharr Hardware Company,
Texarkana
Funes Bros. Hardware Company, Little Rock
Jeter Hardware Company, Jonesboro
J. T. Lloyd Company, Little Rock
Speer Hardware Company, Fort Smith
F. C. Stearns Hardware, Inc., Hot Springs
Williams Hardware Company, Fort Smith
CALIFORNIA
Boy Cities Wholesale Hardware Company,
San Francisco
Dunham, Carrigan & Hayden Company,
San Francisco

Garehime & Boone, San Francisco
Western Metal Supply Company, San Diego
COLORADO
Biggs-Kurtz Company, Grand Junction
Durango Mercantile Company, Durango
Hassco, Inc., Denver
Holmes Hardware Company, Pueblo
Jett Hardware & Lumber Company, Springfield
The Moore Hardware & Iron Company, Denver
DELAWARE
Delaware Hardware Company, Wilmington
D.C.
J. B. Kendall Company, Washington
FLORIDA
Baird Hardware Company, Gainesville
Booker & Company, Inc., Tampa
A. N. Brady Wholesale Hardware, Inc., Miami
S. B. Hubbard Company, Jacksonville
Knight & Wall Company, Tampa
I. W. Phillips & Company, Tampa
Railey-Milam, Inc., Miami
Spicola Hardware Company, Tampa
GEORGIA
Albany Hardware Company, Albany
The Athens Hardware Company, Athens
Beck & Gregg Hardware Company, Atlanta
King Hardware Company, Atlanta
Lovett & Thorpe Hardware Company, Dublin
Paris-Dunlap Hardware Company, Gainesville
Peeler Hardware Company, Macon
Rome Hardware Company, Rome
Memphis Hardware Company, Savannah
Shetfield Company, Americus
T. J. Smith Wholesale Hardware Company,
McRae
Whitehead Hardware Company, Valdosta
IDAHO
Coeur-D'Alene Hardware & Foundry Company,
Wallace
Davis Supply Company, Boise
ILLINOIS
Ace Hardware Corp., Chicago
Barrett Hardware Company, Joliet
Conran, Inc., Danville
Cotter & Company, Chicago
Couch & Heyle, Peoria
Elgin Windmill Company, Elgin

Eagle

FARM TARPS AND TRUCK TARPS
Manufactured by
H. WENZEL TENT & DUCK CO.

1035 PAUL STREET

ST. LOUIS 4, MISSOURI

GET IMMEDIATE DELIVERY ON EAGLE TARPS FROM ANY OF THESE JOBBERS

Hardware Products Company, Sterling
George Ketter & Sons, Quincy
Morehouse & Wells Company, Decatur
Henry Muntz & Sons Company, Elgin
Northern Illinois Supply Company,
Carpentersville
Pana Iron Store Company, Pana
Behm Hardware Company, Chicago
Tark Hardware Company, Quincy
Williams Hardware Company, Streator
Woodward Hardware Company, Cairo

INDIANA
Auburn Hardware, Auburn
Boettcher & Kellogg Company, Evansville
T. E. Bocher & Sons, Albany
Central Rubber & Supply Company,
Indianapolis
Hardware Wholesalers, Inc., Fort Wayne
Hulman & Company, Terre Haute
Miller Bros. Hardware Company, Richmond
Moorman-Tarnette Company, Fort Wayne
Ohio Valley Hardware & Roofing Company,
Evansville
Schofer Company, Decatur
Schlatter Hardware Co., Inc., Fort Wayne
Stover-Winslow Company, Indianapolis

IOWA
Cutter Hardware Company, Waterloo
Dultmeier Iowa Company, Des Moines
Dultmeier Iowa Company, Manning
Harper & McIntire Company, Ottumwa
Haw Hardware Company, Ottumwa
Knapp & Spencer Company, Sioux City
Kretschmer-Tredway Company, Dubuque
Luthe Hardware Company, Des Moines
Pecout Industrial Supply Company, Sioux City
Port Huron Machinery Company, Des Moines
KANSAS
Bliss, Mize & Stillman Hardware
Company, Atchison
Frank Lottaway Hardware Company,
Hutchinson
Lee Hardware Company, Salina
Price Bros. Equipment Company, Wichita
Scheufler Supply Co., Inc., Dodge City
Scheufler Supply Co., Great Bend



Scheufler Supply Co., Inc., Hays
W. A. L. Thompson Hardware Company, Topeka
Watkins, Inc., Wichita

KENTUCKY
Belting Hardware & Manufacturing Company,
Louisville
Louisville Tin & Stove Company, Louisville

LOUISIANA
Brown-Roberts Hardware & Supply Company,
Alexandria
Fagan Hardware Company, Baton Rouge
The Lee Hardware Company Ltd., Shreveport
B. Lemer & Bros., Inc., Donaldsonville
Murray-Brooks, Inc., Lake Charles
B. V. Raymond & Son, Inc., New Orleans
Stratton-Baldwin Hardware Company, Inc.,
New Orleans

Woodward, Wight & Company, Ltd.,
New Orleans

MAINE
Edwards & Walker Company, Portland
Almon H. Fogg Company, Houlton

MARYLAND
Frederick Trading Company, Frederick

Schindel, Rohrer & Company, Hagerstown
Wilson & Pugh Company, Cumberland
MASSACHUSETTS

Ross Bros. Company, Worcester
J. Russell & Company, Holyoke
MICHIGAN

Buhl Sons Company, Detroit
Delta Hardware Company, Escanaba
The Jennison Hardware Company, Bay City
Michigan Hardware Company, Grand Rapids
R. G. Moeller Company, Detroit
Moore Plow & Implement Company,
Greenville

Morley Bros., Saginaw
Northern Hardware & Supply Company,
Menominee
Saginaw Hardware Company, Saginaw
Schaberg-Dietrich Hardware Company,
Lansing

Smith-Winchester Company, Jackson
The Soo Hardware Company, Sault Ste. Marie
Universal Farm Sales, Inc., Saginaw
MINNESOTA

Farwell, Ozmun, Kirk & Company, Inc.,
St. Paul
R. R. Howell Company, Minneapolis
Janney-Semple-Hill & Company, Inc.,
Minneapolis

Kelley-How-Thomson Company, Duluth
Lindsay Bros. Company, Minneapolis
Marshall-Wells Company, Duluth
Minneapolis Iron Store, Minneapolis
MISSISSIPPI

J. H. Oliver & Company, Grenada
MISSOURI
Faeth Company, Kansas City
Mississippi Valley Hardware Company,
St. Louis

McLean Sporting Goods Company, St. Louis
McGregor Hardware Company, Springfield
Richards & Conover Hardware Company,
Kansas City

Rogers & Baldwin Hardware Company,
Springfield
Shapleigh Hardware Company, St. Louis
Stephens Hardware Company, Moberly
Stowe Hardware & Supply Company,
Kansas City

Townley Metal & Hardware Company,
Kansas City
United Hardware Company, Kansas City
West Plains Wholesale Hardware Company,
West Plains

Witte Hardware Company, St. Louis
Wyeth Company, St. Joseph
MONTANA

Billings Dry Goods Jobbers, Billings
Billings Hardware Company, Billings
Helena Hardware Company, Helena
Marshall-Wells Company, Billings
Montana Hardware Company, Butte
Montana Hardware Company, Great Falls
Winter Hardware Company, Billings

NEBRASKA
Central Supply & Rubber Company, Omaha
John Day Rubber & Supply, Omaha
Dultmeier Sales Company, Omaha

Dutton-Lainson Company, Hastings
Henkle & Joyce Hardware Company, Lincoln
The Kelly Supply Company, Grand Island, Nebr.
Newberry's Hardware Company, Alliance
Omaha Welding Company, Omaha
Paxton & Gallagher Company, Omaha
Port Huron Machinery & Supply, Lincoln
Wright & Wilhelm Company, Omaha
NEW JERSEY

Wm. W. Woodward Hardware Company,
Newton
NEW MEXICO

Farmington Mercantile Company, Farmington
Gallup Mercantile Company, Inc., Gallup
Charles Ifield Company, Albuquerque
Charles Ifield Company, Las Vegas
Charles Ifield Company, Magdalena
Charles Ifield Company, Raton
Charles Ifield Company, Santa Rosa
Zork Hardware Company of New Mexico,
Albuquerque

NEW YORK
Barker, Rose & Kimball, Inc., Elmira
Thos. H. Bradley, Inc., Watertown
Buhmans & Black, Inc., Syracuse
R. K. Carter & Company, New York
W. W. Conde Hardware Company, Watertown
Herzog Supply Company, Inc., Kingston
John E. Larrabee Company, Inc., Amsterdam

Loegler & Ladd, Buffalo
Mathews & Boucher, Inc., Rochester
Miller's Wholesale Hardware Company, Cortland
M. P. Myers & Company, Inc., Plattsburg
Kohler's Hardware Company, Inc., Utica
J. E. Sawyer & Company, Inc., Glen Falls
George L. Shanks & Company, Saranac Lake
H. D. Taylor Company, Buffalo
J. M. Warren & Company, Troy
NORTH CAROLINA

Allison-Erwin Company, Charlotte
American Hardware & Equipment Company,
Charlotte
W. H. Bosnight & Company, Ahsokie
Harris Hardware Company, Washington
J. W. Murchison Company, Wilmington
Odell Hardware Company, Greensboro
Jas. E. Smith & Sons Company, Raleigh
NORTH DAKOTA

Dakota Hardware Company, Fargo
Empire Supply Company, Fargo
Minot Supply Company, Minot
OHIO
The W. S. Bain Company, Newark
Back Supply Company, Columbus
Canton Hardware Company, Canton
Chillicothe Hardware & Supply Inc., Chillicothe
Dayton Hardware & Supply Company, Dayton
Hibbs Hardware Company, Portsmouth
The W. H. Kierfaber Company, Dayton
The Kruse Hardware Company, Cincinnati
Mansfield Hardware & Supply Company,
Mansfield

Smith Bros. Hardware Company, Columbus
The Stambaugh-Thompson Company,
Youngstown
The Tracy-Wells Company, Columbus
The Wagner Hardware Company, Mansfield
George Worthington Company, Cleveland
OKLAHOMA

Gates Hardware & Supply Company, Tulsa
Miller-Jackson Company, Oklahoma City
Richards & Conover Hardware, Oklahoma City
Sauter Bros. Parts Service, Clinton
Southwestern Hardware Company,
Oklahoma City
Strange-Jones Hardware Company, Clinton
OREGON

Basche-Sage Hardware Company, Baker
Lorenz Company, Klamath Falls
Marshall-Wells Company, Portland
Northern Wholesale Hardware Company,
Portland
Woodbury Hardware Company, Portland
PENNSYLVANIA

American Hardware Supply Company,
Pittsburgh
Herr & Company, Inc., Lancaster
George Krouse Hardware Company, Lebanon
Logan-Gregg Hardware Company, Pittsburgh
H. C. Prutzman Company, Inc., Altoona
Quaker Sales Corp., Johnstown
C. Dreisbach's Sons, Inc., Lewisburg
General Hardware & Supply Company,
Phillipsburg
C. Y. Schelly & Bros., Inc., Allentown
P. A. & S. Small Company, Inc., York
Standard Supply & Equipment Company,
Altoona
Stichter Hardware Company Inc., Reading
Supple-Biddle-Steltz Company of
Philadelphia, Philadelphia
Edward K. Tryon Company, Philadelphia
SOUTH CAROLINA

Sullivan Hardware Company, Anderson
Sullivan Hardware Company, Greenville
Sullivan Hardware Company, Spartanburg
SOUTH DAKOTA

Black Hills Mercantile Company, Deadwood
Dakota Iron Store, Inc., Sioux Falls
Hardware Supply Company, Mitchell
Jackson Hardware Company, Aberdeen
Larson Hardware Company, Sioux Falls
TENNESSEE

House-Hasson Hardware Company,
Knoxville
Keith-Simmons Company, Nashville
Kennedy-Herring Hardware Company,
Chattanooga
H. G. Lipscomb & Company, Nashville
C. M. McClung & Company, Knoxville
Stratton-Warren Hardware Company, Memphis
Wallace Hardware Company, Morristown
TEXAS

Alamo Iron Works, San Antonio
Amarillo Hardware Company, Amarillo
Becknell-Wilkins Hardware Company,
Lubbock
Bering-Cortez Hardware Company, Houston
Black Hardware Company, Galveston
Boca Chica Hardware Company, Brownsville
Bonner Wholesale Hardware Company,
Sulphur Springs
Corpus Christi Hardware Company,
Corpus Christi

Findlater Hardware Company, San Angelo
Galbraith Steel & Supply Company, Dallas
Galbraith Steel & Supply Company, Lubbock
Galbraith Steel & Supply Company, Pecos
Joseph F. Meyer Company, Houston
Morrow-Thomas Hardware Company,
Amarillo

National Hardware & Supply Company, Paris
Peden Iron & Steel Company, Houston
W. H. Richardson & Company, Austin
The Southern Supply Company, Dallas
Wm. Van Hoogenhuyze Hardware Company,
San Antonio

Tyrell Hardware Company, Inc., Beaumont
Watts Hardware & Supply Company,
San Antonio
Wichita Hardware Co., Wichita Falls
The Western Windmill Company, Sweetwater
The Western Windmill Company, Lubbock
West Texas Wholesale Supply Company,
Abilene

Wackley-Watson-Miller Hardware Company,
Brownwood
Zork Hardware Company, El Paso
UTAH
George A. Lowe Company, Ogden
The Salt Lake Hardware Company,
Salt Lake City
Stravell-Paterson Hardware Company,
Salt Lake City
Z.C.M.I., Salt Lake City
VIRGINIA

Hager Hardware & Paint Company, Burlington
Strong Hardware Company, Burlington
VIRGINIA
Bailey-Spencer Hardware Company, Inc.,
Lynchburg
Charlottesville Hardware Company,
Charlottesville

Beni T. Crump Company, Inc., Richmond
Danner Hardware & Supply Company, Weston
W. S. Danner Hardware Company, Richmond
Jno. E. Gannaway & Company, Inc., Lynchburg
Graves-Humphreys Hardware Company,
Roanoke

Worth Mulfish & Sons, Alexandria
Charles Leonard Hardware Company, Inc.,
Petersburg
Nelson Hardware Company, Roanoke
Parrow-Evans Hardware, Lynchburg
Piedmont Hardware Company, Danville
Richmond Hardware Company, Richmond
Roanoke Hardware Company, Roanoke
Watkins-Cottrell Company, Richmond
Watters & Martin Inc., Norfolk
Worthington Hardware Company, Staunton
WASHINGTON

Jensen-Byrd Company, Spokane
Marshall-Wells Company, Seattle
Marshall-Wells Company, Spokane
Tatem Distributing Company, Seattle
Yakima Hardware Company, Yakima
WEST VIRGINIA

Foster-Thornburn Hardware Company,
Huntington
Goshorn Hardware Company, Inc., Charleston
Greer & Laing, Wheeling
Johnson Hardware Company, Clarksburg
Loewenstein & Sons, Charleston
Martin & Jones, Inc., Rancovers
Ort-Heiskell Company, Wheeling
The W. H. Smith Hardware Company,
Parkersburg

Superior-Sterling Company, Bluefield
Valley Supply Company, Elkins
Wiant & Barr Hardware Company,
Parkersburg
WISCONSIN

E. Gornick & Sons Hardware Company, Ashland
W. H. Hobbs Supply Company, Eau Claire
Lindsay Bros. Inc., Milwaukee
National Agricultural Supply Company,
Fort Atkinson
John Pritzloff Hardware Company, Milwaukee
V. Tausche Hardware Company, La Crosse
Wisconsin Hardware Company, Madison
WYOMING

Casper Supply Company, Casper



THE EXCELLO FOR A BANNER

FOR GREATER CUSTOMER SATISFACTION

Heineke & Company take pleasure in presenting their new complete 1951 EXCELLO family of Reel and Rotary Power Lawn Mowers, Hand Mowers and Lawn Sweeps—designed for even greater sales and greater profits. Excello, always a leader in the field, has made tremendous strides in consumer preferences all over the nation. Our Jobbers and Dealers report that 1950 has been their biggest and most popular Excello year for sales and profits.

Excello now introduces its newest additions—21" and the 18" Rotary Power Mowers, finest in the field, combining all the features of Safety, Strength, Performance and Long Life with the highest quality workmanship and materials—and Lowest Prices. Excello mowers are attractive in appearance, easy to handle, thorough in performance, precision engineered and designed for lasting service through years of operation.

THE FAMOUS BRIGGS AND STRATTON OR CLINTON AIR-COOLING FOUR CYCLE, GOVERNOR CONTROLLED ENGINES ARE STANDARD EQUIPMENT WITH ALL EXCELLO POWER MOWERS.

Model 215 Spinner EXCELLO 21" ROTARY 2 HP

This heavy duty Spinner model with its full 21", one piece, hi-speed cutting blade, gets under shrubbery and up to edges of walks, trees, walls and other obstructions. It slashes through high grass and tough weeds with speed and ease. It's '51's biggest Rotary power mower value.

\$104.50
F.O.B. FACTORY

\$79.95
F.O.B. FACTORY

Model 185 Spinner EXCELLO 18" ROTARY 1.6 HP

Designed for average lawns, this powerful 18" Spinner model cuts lawns beautifully, even under toughest working conditions. Has 3 cutting heights, is easy to operate and lasts many years.

Model 245 EXCELLO 24" LAWN SWEEP

Light weight, yet sturdy. Sweeps up grass clippings, leaves, small twigs, paper, etc., easily and quickly. Five 24" bassine fiber brushes. Five bu. capacity basket. Keeps lawns beautiful without tedious raking.

\$39.95
F.O.B.

Show EXCELLO with Pride -- Sell EXCELLO with Confidence

HEINEKE & COMPANY

SINCE 1902

SPRINGFIELD, ILLINOIS

EXCELLO LINE

NEAR IN 1951

FOR GREATER SALES and PROFITS

you'll find these fine Excello Mowers to be the greatest, fastest selling line. Excello has everything that the consumer will want in a top quality mower with many exclusive Excello features. All Excello mowers are precision constructed for lasting service—even under toughest working conditions. Excello is backed by a complete nation-wide Jobber, Dealer and Consumer Advertising and Merchandising program—plus a full complement of dealer helps, booklets, folders, streamers, newspaper ad mat, radio spot copy—everything to help you sell more and More of great augmented line in '51. Place your orders early to be sure you'll have sufficient stock for the '51 season.

Model 521

EXCELLO 21"

1.6 HP

Popular size 21" power reel mower combines lowest price with utmost in materials and workmanship and every appeal to induce favorable and consumer acceptance—Eye appeal—appeal—and it stands up under years of usage. Powered with air cooled, 4 cycle, or controlled en-



\$97.50

F.O.B. FACTORY

\$85.50

F.O.B. FACTORY

Model 518

EXCELLO 18"

1.1 HP

Long-lasting, sturdy construction for maximum performance . . . for average size lawns. Stepped up power with 1.1 hp., air cooled, 4 cycle engine. Quality specifications throughout. Easy to operate. Its new, low price assures volume sales.



Model 516

EXCELLO 16"

HAND MOWER

A favorite with women. Light weight, streamlined. Has 5 hi-speed crucible blades mounted on a 4 spider ball bearing reel. A sturdy all steel quality mower at a new, low price.



\$18.25

F.O.B. FACTORY

Model 524

EXCELLO 24"

2 HP

A rugged, heavy-duty power mower with 2 hp. air cooled, 4 cycle, governor controlled engine. 12 1/2" dual wheels, semi-pneumatic tires. The super powered, quality unit for large lawns and estates. Builds more sales—more profits and it's priced to sell.



\$149.50

F.O.B. FACTORY

ALL EXCELLO POWER LAWN MOWERS ARE TOP QUALITY, PRECISION DESIGNED AND BUILT EXPRESSLY FOR HEAVY DUTY, POWER DRIVEN OPERATION.

EXCELLO -- Caretakers of the Nation's Lawns

HEINEKE & COMPANY

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Guns of the Month



OCTOBER

Hi-Power DEMAND

SAVAGE Model 99-EG

Hi-Power Repeating Rifle
Lever Action
Cals: .250-3000 and .300 Savage

SAVAGE Model 340

Hi-Power Repeating Rifle
Bolt Action
.30-30 Cal.

No need to tell *you* about the tremendous popularity and consumer demand for the famous Savage Model "99". It's today's most wanted hi-power rifle.

We are doing all we can to keep up with this demand to the extent of our production facilities. We are allocating Model 99's to our distributors throughout the country. Shipments are being made continually—so, orders placed with your jobber are constantly nearing delivery.

MODEL 340-42

Here's the *hi-power value* of the Savage line—the newly redesigned bolt action Model 340 in .30-30 cal. (also in .22 Hornet Cal., designated as Model 342). It's a profit-building sales leader, priced within the reach of every shooter.

EVERY MONTH...

it pays to feature the Guns of the Month. Write for the new Savage Sales Handbook. It makes your tie-in easy... contains detailed specifications, hi-light selling features of all Savage, Stevens and Fox models. It's an attractive display piece in itself... a real selling tool, *every* month.

SAVAGE ARMS CORPORATION
Firearms Division
Chicopee Falls, Mass.



SAVAGE

SAVAGE • STEVENS • FOX Rifles and Shotguns

SAVAGE • WORCESTER Power and Hand Lawn Mowers

STRIPES and HOLES

These two outstanding built-in trade marks*
... stripes and holes ... positively identify the
greatest rods and reels in America today!

***Stripes** formed by fibers
running lengthwise from
butt to tip positively identify*

LANGLEY LONGITUDINAL*

Tubular Glass Rods

Designed by champion
Dick Miller

***Holes** in the
spool...the famous Langley
*ANTI-INERTIA SPOOL...
positively identify*

**LANGLEY
REELS**

LONGITUDINAL
BAIT CASTING RODS
\$9.50

ANTI-INERTIA
SPOOL

ELIMINATES
FLY-WHEEL
ACTION

STREAMLITE
\$12.50

Reels from \$5 to \$15
Rods from \$9.50 to \$20

T.M. © COPYRIGHT 1950 LANGLEY CORP.

Langley
LANGLEY CORP., 660 Second, San Diego, Calif.

HARDWARE AGE, OCTOBER 19, 1950

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Sell the Lunch Kits Everybody Wants!

Aladdin®

"DOGHOUSE" type PINT LUNCH KITS



Aladdin HY-LO

Collapsible Handle • Two Positive Locks
Roomy Interior • Holds Bottle while Kit is
Open • White Enamel Lining • Attractively
Embossed Black Exterior • Name Plate
Holder

A sturdy, practical kit that will take plenty of punishment—hold plenty of food for a real "man-size" meal. Industry statistics show there are real dollars to be made by carrying this kit in stock and on your shelves. Workmen buy on sight. Nationally advertised Aladdin Hy-Lo Vacuum Bottle is known on sight to millions of men and women. They'll move out of your store as fast as you stock them.

Overall Size: 5" wide x 10½" long x 8½" deep.
Packed 10 to a carton. Shipping Weight: 27 Pounds.

Aladdin ECONOMY

"DOGHOUSE" type PINT LUNCH KITS

Priced to leap off your counters...Equipped with Economy Pint Bottle—Holds bottle when kit is open. Handsome black finish with embossed louvered design. White enamel inside for easy cleaning. Two positive locks. Collapsible handle. Name plate holder.

Overall Size: 10½" long x 5" wide x 8½" deep. Packed 10 to a carton. Shipping Weight: 27 pounds.

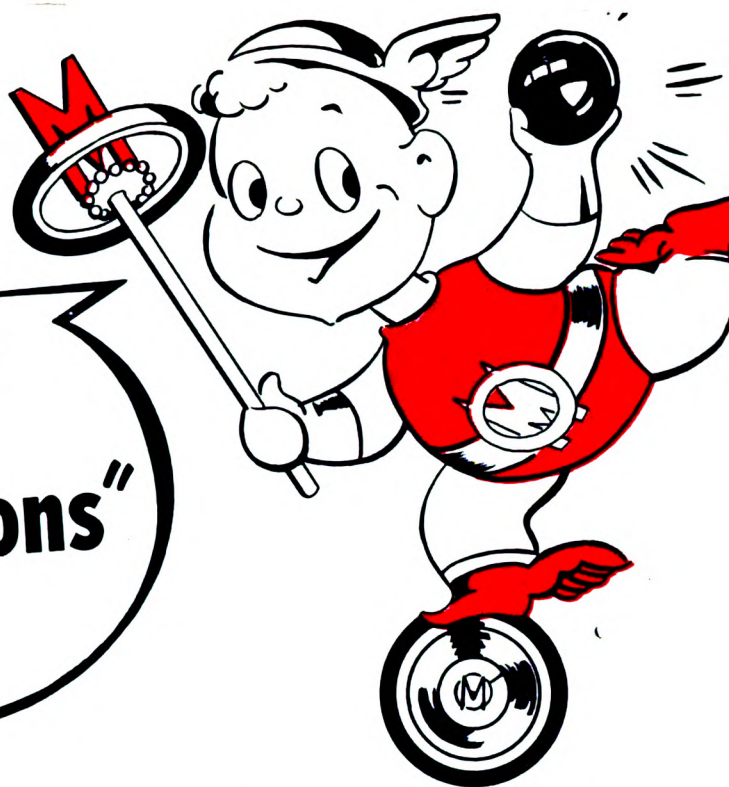


ALADDIN INDUSTRIES, INCORPORATED

703 MURFREESBORO ROAD • NASHVILLE, TENNESSEE

105 E. LEXINGTON DRIVE, GLENDALE, CALIFORNIA • SPACE 1107 MERCHANDISE MART, CHICAGO, ILL.

Coast to Faster Sales with **MERCURY** Wagons"



because only the Mercury Line
has these 5 outstanding features—

1

Full Ball-Bearing Wheels — assure years and years of smooth riding with less wear.

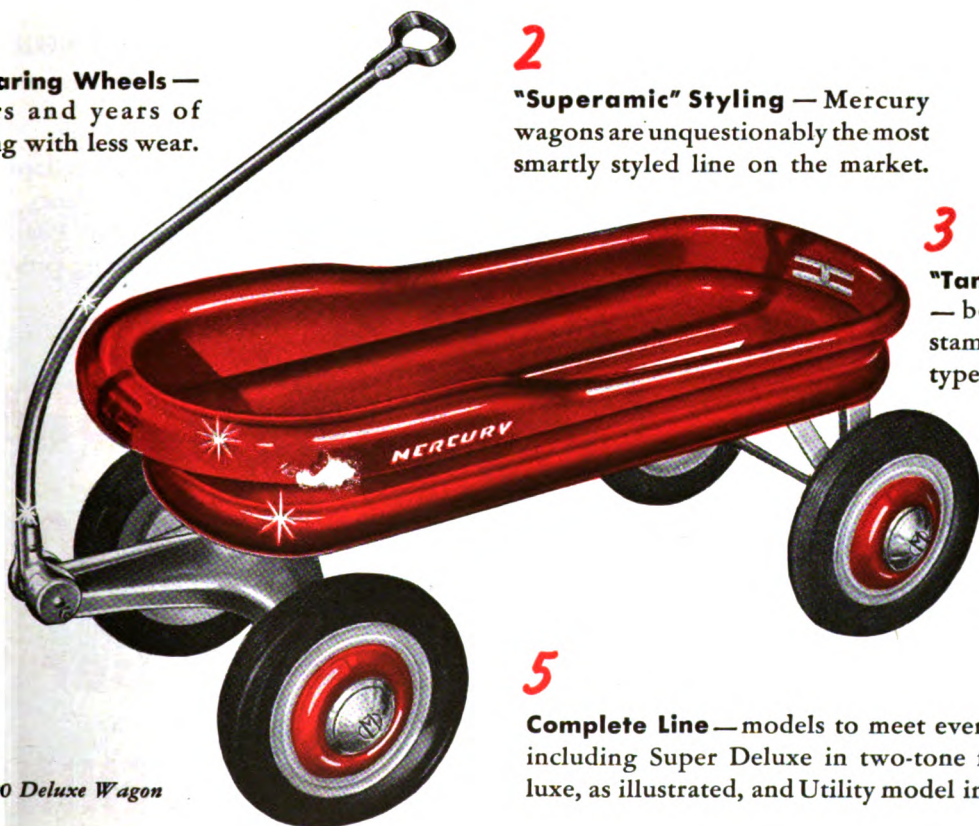
2

"Superamic" Styling — Mercury wagons are unquestionably the most smartly styled line on the market.

3

"Tank-Tough" Construction — body and undergear stamped from automotive type, heavy-gauge steel.

"Ever-Glo" Finish — light automotive enamel is baked on for luster and durability. Hubs are chrome plated for lasting sparkle.



Model G-90 Deluxe Wagon

5

Complete Line — models to meet every demand including Super Deluxe in two-tone finish, Deluxe, as illustrated, and Utility model in two sizes.

For Fast Profit, Display
Mercury Wagons Right Now!



THE

Murray Ohio
MFG. CO.

Digitized by Google



HI, DANCER! HI, PRANCER!

FEATURE THE '51 **REO ROYALE**
DE LUXE 21" CUT; 1¾ HP,
4-CYCLE **REO** ENGINE

\$124⁵⁰

DELIVERED RETAIL PRICE
SLIGHTLY HIGHER IN FAR WEST

Reo's Christmas Merchandising Kit includes sales-making transparent cellophane envelopes (big enough to completely enclose a Royale De Luxe) and red ribbon for fancy "gift wrapped" displays. (Cellophane bag and ribbon sets are 75c each. Order from Reo.) Put this display in your window and draw in the crowds. Free mats and folders help you bring prospects to your store. Write the factory for Christmas Sales Helps.

OVER 4,000,000 REO CHRISTMAS ADS

BIG SPACE—4 COLORS IN

December 9

SATURDAY EVENING POST



REO MOTORS, INC.



HI-YO, REO!

EXTRA CHRISTMAS SALES ON THE WAY—WITH **REO'S** BIG 3rd ANNUAL POWER MOWER-FOR-CHRISTMAS PROMOTION

For the third straight year, Reo is heading Santa your way with a sackful of Christmas profits from *extra* Reo Power Mower Sales. A big, full color ad in The Saturday Evening Post plus a complete kit of sales helps and folders assure plenty of action for dealers who feature Reo Mowers for Christmas—as the past two years have proved. This is extra holiday business that *only* Reo is building for you—and by taking advantage of it, you'll have a head start on Power Mower profits next season.

Send your order to the factory for your
Christmas Promotion Kit, TODAY..



REO MOTORS, INC. • *Lawn Mower Division*
LANSING, MICHIGAN

GENTLEMEN:

Send me _____ Christmas Promotion Kits @ 75¢ each. Each Kit to include 1 Cellophane Envelope (big enough to completely enclose a Royale De Luxe) and 10' of 5" width Red Ribbon.

☐ Remittance Enclosed

☐ Send C.O.D.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

LAWN MOWER DIVISION • LANSING 20, MICHIGAN

Plenty of EYE APPEAL



Whether your customers admire it from a distance or inspect it closely, they'll see it's the kind of fence that lasts a long, long time. Bethlehem Fence is sturdy and well made in every detail. Its zinc coating is smooth and uniform and it's easy to install because of its popular, hinge-joint design.

Bethlehem Fence has all these features:

- ★ Tightly-wrapped hinge joints . . . for long, hard service
- ★ High-quality zinc coating . . . wards off rust and corrosion
- ★ Tough, full-gage wires . . . for strong, permanent fencing

★ Springy tension curves . . . that keep fence tight and trim

Your jobber has this popular fence in all standard designs and heights for every farm requirement.

BETHLEHEM STEEL COMPANY
BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation

★ **BETHLEHEM FENCE** ★



a Variety of outstanding Values from NATIONAL LOCK

Builders Hardware

You provide more real dollar for dollar value when you provide quality NATIONAL LOCK hardware. A wide range of builders items includes butts, hinges, latches, handles, pulls, locks... everything you require. The ball tip butt hinge at right, for example, is made of wrought steel, furnished in a variety of sizes and 6 attractive finishes. Many items are individually packaged.

Cabinet Hardware

Forged brass hardware, die-cast handles, concave knobs, several attractive matched sets with push button catches, a wide choice of finishes including Bright Brass, Dull Brass, Dull Bronze, Bright Chrome and Dull Chrome. All are promptly available to please the most discriminating clientele. Ask us about NATIONAL LOCK cabinet hardware. It's distinctive...envelope packaged.



HANDLES



CONCAVE KNOBS

Sash Hardware

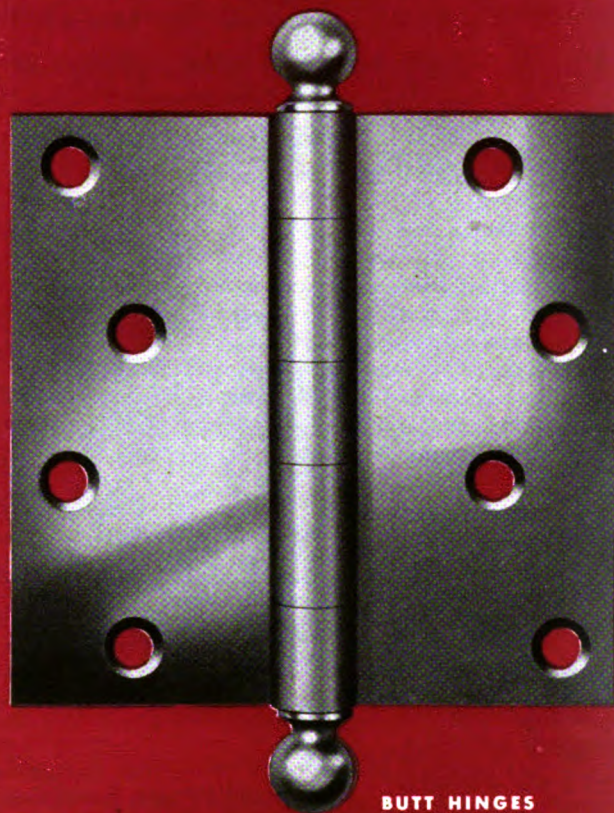
Look to NATIONAL LOCK for the finest in sash adjusters, lifts, locks and other sash hardware items. Sash lift shown is offered in Steel, Brass or Bronze. Finishes include Bright Brass, Dull Brass, Dull Bronze and Bright Chromium. Locks assure positive action.



SASH LOCKS



SASH LIFTS



BUTT HINGES

National Tutch Latch



The newest, most appealing latch on the market. Easily applied to wood cabinets. Opens door automatically with gentle touch of finger, wrist or elbow. Holds door securely. Already installed within many of America's finest homes.



NATIONAL LOCK COMPANY • Rockford, Illinois
Distinctive Hardware • All from 1 Source

HARDWARE DEALERS

PROFIT-POINTERS:

SPEEDWAY speeds sales . . . with ads like these packed with a special selling slant that's aimed at the 2½ million "Mr. Fix-its" who read **MECHANIX ILLUSTRATED** every month. Many of these MI readers are your biggest tool buying customers. Their leisure time activities demand tools like the Speedway drills and sander . . . tools of great value because of the variety of jobs they can do. Take advantage of this Speedway pre-selling . . . set-up a display so that these customers can get the feel of a Speedway tool. It's sure to result in sales the Speedway.



SAVOGRAN fills selling gaps by reaching over 900,000 hobbyists and craftsmen who turn to MI regularly for new projects and ideas. They know the importance of using quality brand name products. That's why a display of the attractive Savogran cans will mark your store as a place of reliability. Ask your jobber about the other guaranteed Savogran products and the free selling aids that are available with all.



ATLAS calls for action

through powerful advertisements that consistently appear in MI. These ads are reaching millions of power tool-minded MI readers . . . the kind that need and buy power tools. Many in your own neighborhood are eagerly awaiting an opportunity to see the Power King features in action. A window workshop equipped with a Power King Band Saw and Drill Press will show these power-tool-fans what they're really missing. Start big selling action for your store . . . feature Atlas Precision Tools.



MECHANIX ILLUSTRATED

A FAWCETT PUBLICATION

67 West 44th Street, New York 18, N. Y.

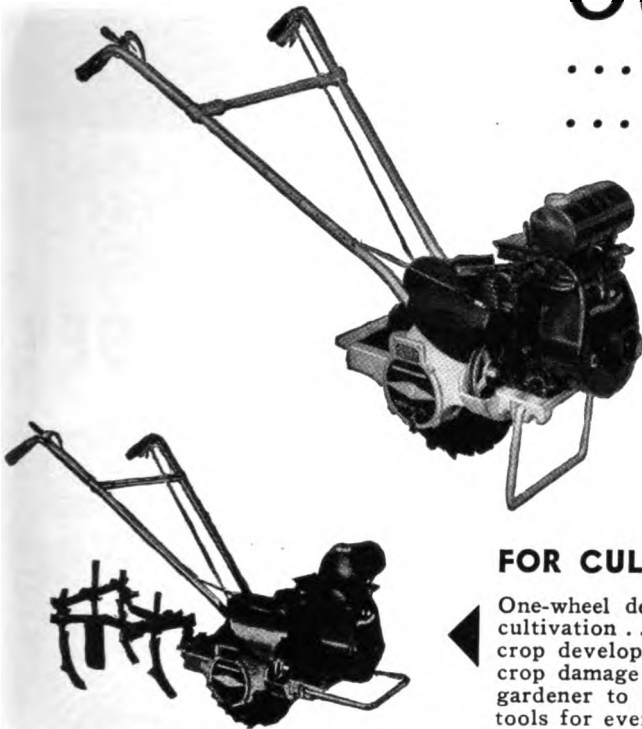


CHOREMASTER...

FOR FARM AND GARDEN

OUTSTANDING

... in Sales ... in Profits ... in Promotion
... in "complete line" ... in ease of sales



CHOREMASTER GARDEN TRACTOR

● Precision Built Choremaster is fast assuming leadership as garden tractor and power mower. Customers buy more Choremasters because they can get attachments for every type job around house, farm, yard or garden. Thousands of customers read about Choremaster daily in leading farm and home magazines. Complete line of mowing tools, including universal lawn mower attachments, cultivating tools, weed sprayer, compressor, wagon, table saw, snow plow, seeder, and others are available.

FOR CULTIVATING

One-wheel design of the Choremaster permits fast, safe cultivation ... between narrow rows ... at all stages of crop development. Between-the-row cultivation lessens crop damage ... increases land production by allowing gardener to plant closer rows. Low-priced cultivating tools for every purpose are conveniently packaged.

FOR WEED CUTTING

CHOREMASTER with new double-action sickle bar. Literally two sickle knives working simultaneously in the same plane, but in opposite directions **PRACTICALLY ELIMINATE VIBRATION.**



24" MOWER

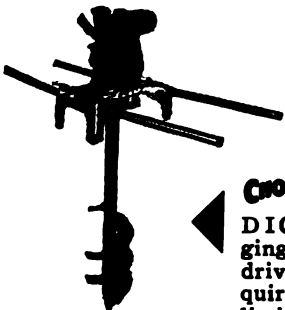
NEW 24" POWER-DRIVEN REEL MOWER

The power-driven reel mower for the large lawn. Rugged, all-steel construction with full ball bearing for long life. The reel blade is power driven from the high-speed power take-off. Mounted on caster wheels for easy maneuverability—the mower is always level regardless of cutting height.

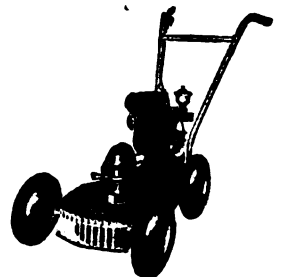


SICKLE BAR

CHOREMASTER CYCLONE ROTARY MOWER whizzes through grass, weeds and brush. "Fine cuts" 20 inch swath. Double life blades, adjust cutting height without tools. Close trims—just remove either front wheel. Built for easy, trouble-free operation.



CHOREMASTER POWER HOLE DIGGER eliminates hand digging. Self-contained, power-driven mechanical digger requires only seconds per hole for limited or extensive fencing jobs. Works on steep hillsides, soft ground, woods, waterways and gullies. Augers available: 4", 6", 9", 12", and 15" diameter.



CHOREMASTER DIVISION

The LODGE AND SHIPLEY Company

828-10 Evans St., Cincinnati 4, Ohio



MC-1



MC-2



MC-3

Special...FREE DISPLAY PACKAGE!

WINDOW AND COUNTER CARDS THAT BOOST TACKLE SALES

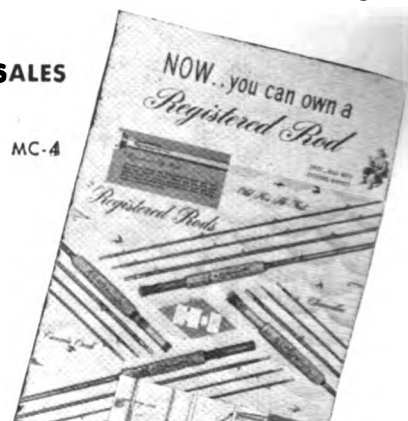
Here's the display opportunity of the year! Four brilliantly colored display window cards... four stand-up counter cards, featuring the full color artwork used in H-I's national advertising—all free! There's no merchandise to buy, no "strings" attached to this offer.

These cards are designed to make it easy for you to display H-I rods, reels and lines effectively... to help you make certain your store is tied in directly with the outstanding national advertising campaign in the tackle industry. They'll attract plenty of attention—and they'll sell fishing equipment! Don't miss out—write us now!

HORROCKS IBBOTSON COMPANY UTICA, NEW YORK

Manufacturer of the Largest Line of Fishing Tackle in the World

FREE—your choice of these cards, or complete set of eight. Please order by number.



MC-4



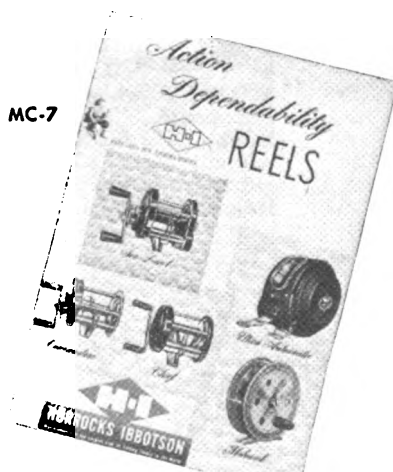
MC-5



MC-6



MC-8



MC-7



CONVERT IDLE SPACE
INTO SALES with this
PILFER-PROOF
FLASHLIGHT DISPLAY
...and battery dispenser!
(Patent applied for)



\$1.45
SUGGESTED
LIST, less
batteries

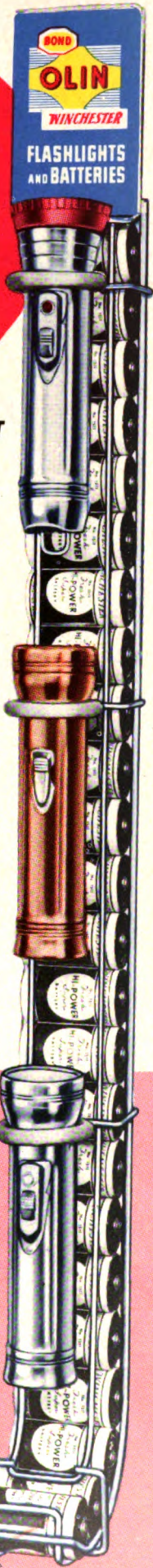
\$1.29
SUGGESTED
LIST, less
batteries

\$1.05
SUGGESTED
LIST, less
batteries

**FINEST FLASHLIGHT ASSORTMENT
EVER OFFERED**

NO. 94 ASSORTMENT *plus* features:

- 18 Nationally Advertised spotlights—6 each of three styles with suggested retail prices, less batteries, of \$1.05, \$1.29 and \$1.45. (Price tab on lens of each.)
- This **WIDE, POPULAR PRICE RANGE** will satisfy approximately 90% of all flashlight needs.
- New Designs — **WITH EASY LOADING END CAPS** — made from finest durable metals . . . solid-drawn brass and/or 22-K copper . . . not tin, steel or plastic.
- **WIRE DISPLAY WALL RACK** holds 3 flashlights and 24 batteries — flashlights protected by pilfer-proof rubber cushioned rings. Size: 35" high x 2 7/8" wide x 4 1/4" deep. Shipped with assortment **AT NO EXTRA COST** . . . plus 2 small-space counter displays.



No. 94 ASSORTMENT with batteries

Consists of 18 standard size 2-cell, fixt-focus spotlights.

Complete with:
• 1 WALL DISPLAY WIRE RACK
• 2 SMALL-SPACE COUNTER DISPLAYS
AT NO EXTRA CHARGE
WIRE DISPLAY is pilfer-proof style. To remove flashlight from rack, turn flashlight 180° so that switch is facing batteries.

3 STYLES	Suggested Retail Price <u>less</u> batteries
6 No. 5418 Solid-drawn 22-K copper	\$1.05
6 No. 4410 Brass -- chrome plated	1.29
6 No. 6410 Red translucent lens ring	1.45
48 No. 1511 Winchester HI-POWER batteries	.10 ea.

\$18.87 SUGGESTED
DEALER COST

\$27.54 Total List Value
\$ 8.67 Dealer Profit

WINCHESTER



NEW STYLING . . . NEW END CAPS!

... MADE FROM SOLID-DRAWN
BRASS and/or 22-K COPPER
... not tin, steel or plastic.



#X-69120

TO LIST AT **\$3.49** *less batteries*

FINEST 5-cell SEARCHLIGHT MADE . . . Deluxe HEAVY DUTY . . . ALL CHROME plated . . . fixt-focus (large diameter spot) . . . end cap will hold spare lamp . . . 3-way lock switch . . . lamp shock absorber . . . lamp No. PR-12.

SUGGESTED DEALER COST \$2.34



#X-6920

TO LIST AT **\$2.49** *less batteries*

POWERFUL BIG-LENS 3-cell SEARCHLIGHT . . . Deluxe HEAVY-DUTY . . . ALL-CHROME plated . . . fixt-focus (large diameter spot) . . . 3-way lock switch . . . end cap will hold spare lamp . . . ring hanger . . . lamp shock absorber . . . lamp No. PR-3.

SUGGESTED DEALER COST \$1.67

TO LIST AT **\$1.59** *less batteries*

3-Cell Deluxe HEAVY-DUTY fixt-focus spotlight . . . ALL-CHROME plated, end cap will hold spare lamp . . . 3-way lock switch, ring hanger . . . lamp shock absorber . . . lamp No. PR-7.

SUGGESTED DEALER COST \$1.07



#X-4420



#6410

TO LIST AT **\$1.45** *less batteries*

ALL-CHROME plated . . . TWO-LIGHTS-IN-ONE . . . Red for DANGER; White for SAFETY . . . Special red lens ring — NO EXTRA CHARGE . . . fixt-focus standard 2-cell spotlight . . . ring hanger, NEW END CAP . . . lamp shock absorber . . . lamp No. PR-6.

SUGGESTED DEALER COST \$1.00

TO LIST AT **\$1.45** *less batteries*

2-cell Deluxe HEAVY-DUTY fixt-focus spotlight . . . ALL-CHROME plated, end cap will hold spare lamp . . . ring hanger, 3-way lock switch . . . lamp shock absorber . . . lamp No. PR-6.

SUGGESTED DEALER COST \$1.00



#X-4410



#4510

TO LIST AT **\$1.29** *less batteries*

HANDY JUNIOR-SIZE SPOTLIGHT . . . ALL-CHROME plated . . . Red warning side rays for DANGER plus WHITE SAFETY BEAM . . . Special red lens ring — NO EXTRA CHARGE . . . fixt-focus, 2-cell, lamp No. PR-4.

SUGGESTED DEALER COST \$.89

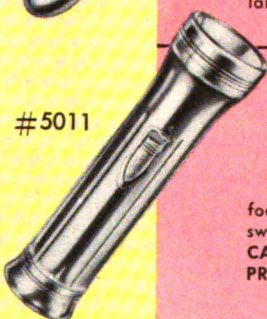
TO LIST AT **\$1.29** *less batteries*

EXTRA SPECIAL . . . ALL-CHROME plated, standard 2-cell fixt-focus spotlight . . . 3-way lock switch, lamp shock absorber . . . lamp No. PR-6 . . . WITH NEW END CAP!

SUGGESTED DEALER COST \$.89



#4410



#5011

TO LIST AT **95¢** *less batteries*

SPECIAL! SOLID-DRAWN BRASS, nickel-plated . . . standard 2-cell fixt-focus spotlight . . . lock "on" and "off" switch . . . lamp No. PR-6 . . . NEW END CAP . . . QUALITY AT ROCK BOTTOM PRICE!

SUGGESTED DEALER COST \$.665

TO LIST AT **\$1.05** *less batteries*

NEW . . . SOLID-DRAWN 22-K COPPER fixt-focus 2-cell spotlight . . . lock "on" and "off" switch . . . lamp No. PR-6 . . . NEW STYLING with NEW END CAP!

SUGGESTED DEALER COST \$.735



#5418



#7924

3-cell, fixt-focus. Uses 3 No. 1511 batteries. Lamp No. PR-7.

LIST VALUE . . . \$4.95

Suggested Dealer Cost . . . 3.23

TWIN SERVICE LANTERNS and HEADLIGHTS, 3- and 5-cell . . . Heavy gauge steel, black "Rock Crystal" finish with brass chromium-plated fittings . . . Equipped with bail handle, belt clip, detachable and adjustable elastic head band . . . lacquered, silver-plated, brass reflector.

#79124

5-cell, fixt-focus. Uses 5 No. 1511 batteries. Lamp No. PR-12.

LIST VALUE . . . \$6.75

Suggested Dealer Cost . . . 4.50



OLIN INDUSTRIES, INC., Electrical Division, New Haven 4, Conn., U. S. A.

FIELD WAREHOUSE STOCKS: Los Angeles and San Francisco, California • Houston, Texas • East Alton, Illinois • Chicago, Ill.

Giant-New- G-E MERCHANDISING CAMPAIGN *stops 'em - sells 'em*

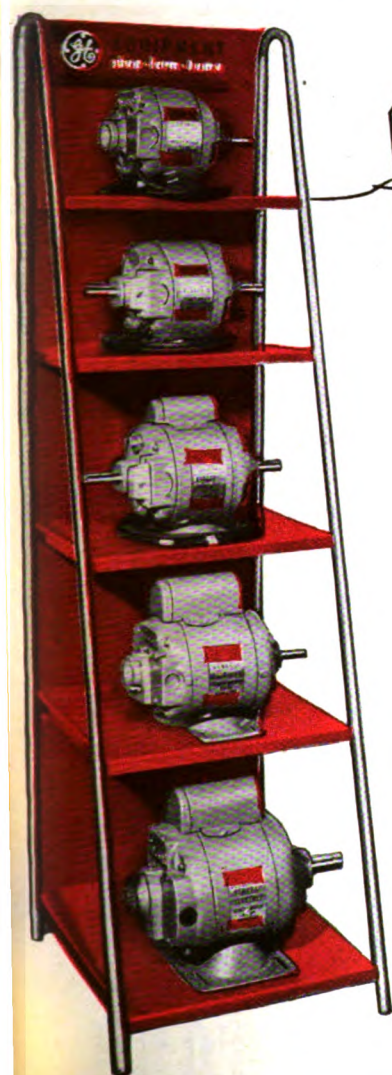


MOTORS

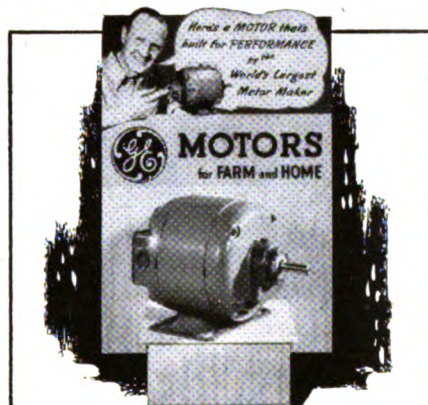
for
SHOP • FARM • HOME

CASH IN with this giant new G-E motor-merchandising campaign. It's designed to turn hobbyists, homeowners, farmers and small businessmen into motor customers for you. Order these hard-hitting sales aids NOW! Your G-E distributor—will be glad to supply you. Or, write Section 674-28, Apparatus Department, General Electric Company, Schenectady 5, N. Y.

EYE-CATCHING SALES TOOLS TO MAKE YOUR STORE "G-E MOTOR HEADQUARTERS"



The "sellingest" motor salesman you've ever seen! Colorful, attractive; gets G-E motors up in front where they sell on sight. Displays 5 motors in a floor space 17 inches square. Height—about 58 inches. Ruggedly constructed with steel shelves finished in red baked-on enamel. Side bars are of bright, chrome-plated steel tubing. Display No., GEL-1069.



WINDOW OR COUNTER DISPLAY—a hard seller that's sure to make customers stop... and shop! Self-supporting, measures 15 by 20 inches. Display No., GEL-648.

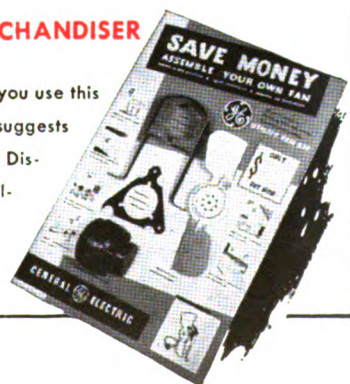
"CAN'T MISS" PROMOTION

Fact-packed leaflets and sales-building ad mats make selling easier—increase turnover for greater profits! Leaflet Nos. GED-1211, GEC-483-9, DA-46.



NEW! UTILITY FAN KIT AND MERCHANDISER

The new G-E Utility Fan Kit moves fast when you use this new counter merchandiser. Merchandiser suggests many customer uses, displays kit attractively. Display No., GEL-1070. Counter leaflet also available. GED-1314.



GENERAL ELECTRIC

674-28



These tulips have really blossomed out!

Our friends in the trade told us that our attractive TULIP bouquet would be a big success when we first introduced it this past summer.

And they were right! Housewives have gone for the TULIP pattern like bears for honey. They're enthusiastic about the

TULIP design — with a choice of red or yellow flowers — and the notably fine construction of this Decoware kitchenware set that's built to last.

To get more information about this popular pattern, please write, wire or telephone our nearest sales office.

CONTINENTAL CAN COMPANY

100 EAST 42nd STREET, NEW YORK 17, N. Y.

Eastern Division: 122 E. 42nd St., New York 17

Central Division: 135 So. La Salle St., Chicago 3

Pacific Division: Russ Building, San Francisco 4

SKYROCKET

your sales of

WALLACE "STAR-BRIGHT" #828

Malacca Tin Tableware with this
New Counter Display Deal!



*"It can be inexpensive
without looking cheap"*

WALLACE BROTHERS

Division of R. Wallace & Sons Mfg. Co.

WALLINGFORD, CONNECTICUT

HARDWARE AGE, OCTOBER 19, 1950

THIS attractive counter display-container is a sure-fire sales builder that can double and triple your sales volume on the handsome new Wallace #828 pattern. Spot two or three displays on your counters . . . put these efficient "salesmen" to work!

The "Star-Bright" #828 pattern is new and modern in treatment. Carbon steel base, double-coated with pure Malacca tin. A low-priced yet durable line of spoons, forks and knives. The exclusive Wallace double tinning process provides an extra bright and lasting finish—actually at *less cost* than comparable lines produced by standard methods.

Here's the deal!

The special display deal consists of 6 doz. tea spoons, 3 doz. table spoons, 3 doz. dinner forks, 2 doz. dinner knives. Assortment is packed in display container, and will be shipped as a unit. Please order through your jobber.

It's Ready to Roll!...Libbey's new

"Horseless Carriage"
HOSTESS SETS BY
LIBBEY GLASS

These party-spirited glasses designed by Freda Diamond are decorative! witty! smart! Authentic reproductions of charming old gas buggies in a complete drinking service... stemware and tumblers both. Handsomely gift boxed!

*P.S. to practical people: Colors are permanent, rims are guaranteed. * If the rim of a "Safedge" glass ever chips, we'll replace it.*

At leading stores everywhere

Set of 4 liggers picturing 1902 Studebaker (over shown) \$1.00
all prices slightly higher in the South and West

3 of one shape, boxed \$5.00
6 of one shape, boxed \$3.00

Copyright 1950, Libbey Glass, Division of Owens-Illinois Glass Company, Toledo 1, Ohio

*Fall
Profit
Promotion*

ADVERTISED IN
LIFE
NOVEMBER 6



New Libbey "advertised in LIFE" display unit—ready for use—features 3 "Horseless Carriage" glasses. It's made of light cardboard, stands 17½ inches high.

In a few weeks this full-page, full-color advertisement in LIFE will flag the start of the big "Horseless Carriage" race to your glassware counters. Customers will want to see Libbey's lively new pattern. The glasses—designed by Freda Diamond—feature authentic reproductions of early motor cars. And each is guaranteed not to chip: "A new glass if the rim of a Libbey 'Safedge' glass ever chips!"

Available in eight attractive shapes.

See this advertisement
in LIFE November 6—timed
to stir gift interest at glassware counters

"Horseless Carriage" tumblers and stemware make the ideal Christmas promotion. They're prepackaged 8 of a kind in self-selling Libbey Hostess Set cartons. Tie-in newspaper mats, display units and other selling aids are also ready for use.

Get set for the heavy traffic at your glassware counters... order "Horseless Carriage" now! Contact your near-by Libbey Glass distributor... or write direct to Libbey Glass, P. O. Box 1035-1036, Toledo 1, Ohio.

LIBBEY GLASS *Hostess Sets*
ESTABLISHED 1818

LIBBEY GLASS, Division of Owens-Illinois Glass Company, Toledo 1, Ohio





**SALES ARE
TERRIFIC
WITH THE ALL
NEW LINE OF**

R.O.P. BEN-HUR

America's Finest

FARM & HOME FREEZERS

**BEN-HUR R.O.P.* gives you
that extra value that moves
more freezers off your floor**



The BEN-HUR R. O. P.* Tag on every freezer in the great new line is only part of the all-out merchandising BEN-HUR gives you to move freezers, write a record year in freezer sales.

And BEN-HUR R. O. P.* insures your profits, assures your customers of years of trouble-free performance. Your profits won't be dribbled away through expensive service calls.

Have your BEN-HUR distributor give you the complete sales story on the new BEN-HUR line that features four great models, one to meet the needs of every family; more food storage space in less floor area; plus many other outstanding BEN-HUR values. Or write today for further information.

*Record of Performance.

BEN-HUR MFG. CO.

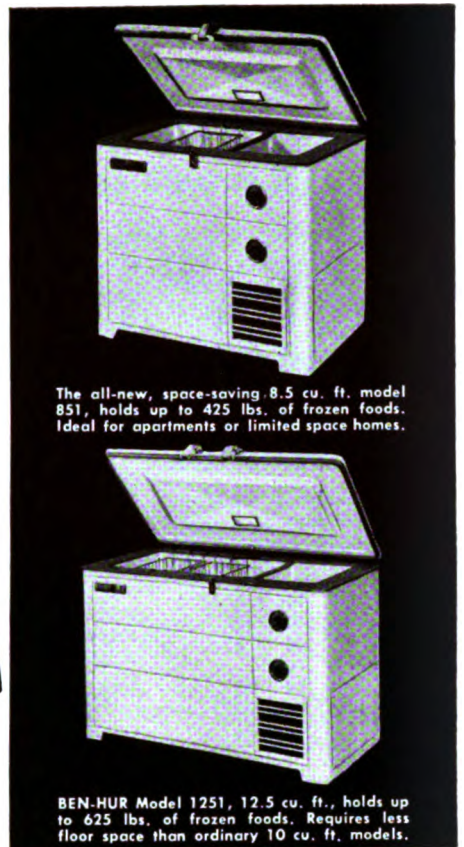
DEPT. HA, 634 EAST KEEFE AVENUE
MILWAUKEE 12, WISCONSIN



BEN-HUR FARM and HOME FREEZERS

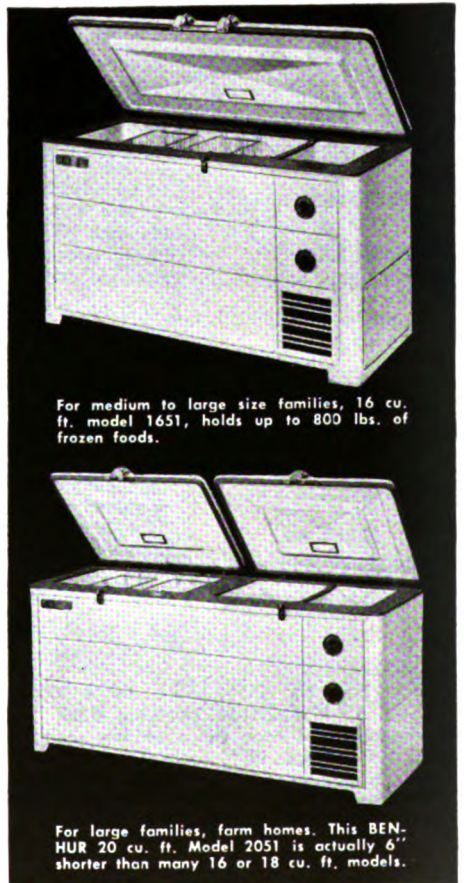
MAILED FROM COAST TO COAST FOR TROUBLE-FREE PERFORMANCE BY LEADING INDEPENDENT DISTRIBUTORS AND DEALERS

HARDWARE AGE, OCTOBER 19, 1950



The all-new, space-saving 8.5 cu. ft. model 851, holds up to 425 lbs. of frozen foods. Ideal for apartments or limited space homes.

BEN-HUR Model 1251, 12.5 cu. ft., holds up to 625 lbs. of frozen foods. Requires less floor space than ordinary 10 cu. ft. models.

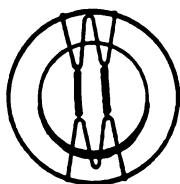


For medium to large size families, 16 cu. ft. model 1651, holds up to 800 lbs. of frozen foods.

For large families, farm homes. This BEN-HUR 20 cu. ft. Model 2051 is actually 6" shorter than many 16 or 18 cu. ft. models.

DISPLAY YOUR CHINA FOR BETTER BUY APPEAL

OUR DEVICES DISPLAY IT BEST. SELL MANY OF THESE GADGETS TO YOUR CUSTOMERS. MOST OF OUR LINE IS MADE OF SOLID BRASS. THEY LOOK AS IF THEY WERE MADE OF SOLID GOLD.



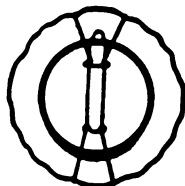
REGAL DOUBLE SPRING PLATE HANGER

Simple in construction. Meets any requirement of a plate hanger. Sizes for plates as follows:

- #0 for 4" to 5½"
- #1½ for 5" to 6½"
- #1 for 6" to 7½"
- #2 for 7½" to 9"
- #3 for 9" to 10½"
- #4 for 10½" to 11½"
- #5 for 11½" to 12½"
- #6 for 12½" to 17½"

All sizes \$1.50 doz. Individually wrapped.

ALL SOLID BRASS



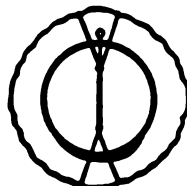
MAJESTIC BRASS PLATE HANGER

Where a plate hanger is wanted with a lot of looks. Sizes for plates as follows:

- #321 for 4" to 5"
- #322 for 5" to 7"
- #324 for 7" to 9"
- #325 for 9" to 11"
- #326 for 11" to 12½"

SOLID BRASS

Lacquered. All sizes \$2.00 doz. Individually wrapped.



UNIVERSAL SINGLE SPRING PLATE HANGER

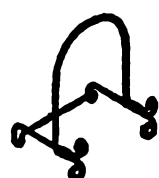
Individually wrapped. Gilded tips. Made where extreme competition must be met. A better hanger in this price range. Made in 2 sizes. Small size for plates 5" to 7" and large size from 7" to 11". \$1.00 doz.



REGAL PLATE STANDS

- Small Size \$1.00 doz.
- Medium size \$1.50 doz., Lge. Platter \$3.00 doz.

SOLID BRASS



UNIVERSAL PLATE STAND

Gilded, twisted wire. Small size — \$1.20 doz. Medium size — \$1.80 doz. Large platter size — \$2.40 doz.



UNIVERSAL CUP & SAUCER STANDS

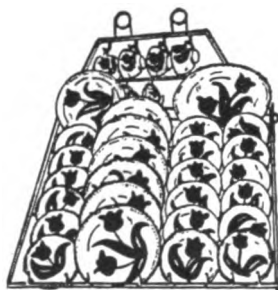
Well made, gilded wire. 4 sizes: tiny, miniature, demi-tasse and teacup. All sizes \$1.20 doz.



REGAL CUP & SAUCER STANDS, TWISTED WIRE

Can be adjusted to show cup and saucer to best advantage. 3 sizes. Teacup, demi-tasse and miniature. All sizes \$1.50 doz.

ALL MADE FROM SOLID BRASS



DINNERWARE RACKS SPREAD OUT TYPE

DISPLAYS SET TO MAKE IT LOOK AS LARGE AS POSSIBLE. Skeleton Rack. Made to show one of each piece of any set. \$1.25 each. Solid Brass, \$1.75 each. 20 pc rack, \$2.00 each; Solid Brass, \$3.00 each; 32 pc set, \$3.00 each; 52 pc set, \$4.50 each. In ordering, please specify "spread out" if this is style desired.



PLASTIC CUP & SAUCER STAND

Mahogany Color for Demi-tasse and teacup \$1.80 doz.

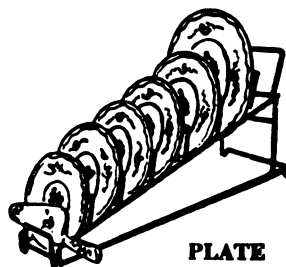


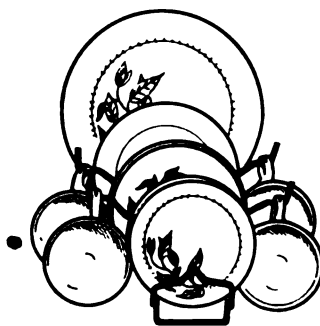
PLATE RACKS

7 Plate Collapsible Type Enamel Finish \$12 Doz.

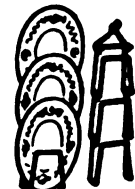
7 Plate Non-collapsible Type Solid Brass \$9 Doz.

6 Plate Non-collapsible Type Nickel Plated. \$6 Doz.

DINNERWARE RACKS NESTED TYPE



SAVES 25% to 50% of display space. Skeleton rack, \$1.00 each; 20 pc rack, \$1.25 each; 32 pc rack, \$1.75 each; 52 pc rack, 2 pc set, \$3.25. In ordering, please specify "nested" if this is style desired.



WALL PLATE RACKS

All Solid Brass

To hang as many plates as desired on a wall in series. Small for plates to 6". Medium for plates to 10". First hanger 35c. Additional hangers \$2 doz. Large size for plates over 10". First hanger 50c. All additional hangers \$2.40 doz. All solid brass.

NEW LOW PRICES ON PRINCESS CERAMICS



- Miniature cups and saucers \$1.25 ea.
- #300 Demi-tasse cups & saucers \$2 ea.
- #350 Demi-tasse cups and saucers \$2.50 each
- #400 slipper \$2.00 each.
- #500 slipper \$2.50 each.
- #800 wall demi-tasse set \$2.50.

ERNEST TATCHER

264 N. W. 26TH STREET

MIAMI, FLORIDA

TERRITORY OPEN
FOR SALESMEN
and JOBBERS
WRITE



WISS PINKING SHEARS

COLORFUL NEW COUNTER "SALESMAN" FEATURES:

- Four pairs of Wiss Pinking Shears
- A Reproduction of the Life Advertisement

A sure-fire sales builder! This colorful attention-getting display features the world's most-wanted pinking shears—the new low priced Model E—and the famous Model C. Take advantage of the Wiss advertising campaign . . . use this new display and enjoy increased cutlery profits. Wiss pinking shears are among the most popular of Christmas gifts. Display them prominently.



J. WISS & SONS CO.

HARDWARE AGE, OCTOBER 19, 1950

To sell more pinking shears
... **DISPLAY THEM!**

WISS offers a **NEW** counter display and assortment!

Nationally advertised in **LIFE**

Smashing, Full Page, Color!
Nov. 13 issue on sale Nov. 10.

ASSORTMENT

2 pairs new Model E, retail price \$3.95 each. Quality pinking shears at medium price.

1 pair Model CB black handle, at the new lower price of \$6.95.

1 pair Model CC fully chrome plated, at the new lower price of \$7.95. The world's finest pinking shears, choice of professional and home sewers everywhere.

Retail value
of assortment **.\$22.80**

Dealer's price **.\$16.06**
DISPLAY FREE



Free—This eye-catching WISS Pinking Shears display card, perfect for counter, wall or window. Packed one to each PS-4 assortment. 24 inches.

NEWARK 7, N. J.

Digitized by Google

you can't
brush these
brushes aside!



of new **EMPRENE PLASTIC** bristles
that out-perform any others in their class

Introduced to America last year via Tuffy Broom four color national ads, Emprene bristle brushes were an immediate success. Now Emprene's long-wearing, ever-new, fine-washing qualities have been applied to a brilliantly colorful line of Household utility brushes. So brilliant, so economical — no woman can resist 'em!

Ask your jobber or write us for full details of the eye-catching **EMPRENE COLORBRITE** deal. A handsome self-dispensing display with Colorbrite brushes, that sell themselves. Empire Brushes Inc., Port Chester, New York.



See us at the
National Hardware Show
BOOTH 58
Grand Central Palace
Oct. 2nd to Oct. 6th

Empire Brushes Inc.
YOUR BEST BRUSH BUY
Port Chester, New York

85%

OF YOUR
CUSTOMERS
WORK ON
THEIR KNEES



Sell 'em
JUDSEN

MOLDED
RUBBER

KNEE PADS
FOR EVERY
KNEELING JOB



An independent survey reveals that 85% of all your customers do chores that require kneeling. This work results in soreness and injury when knees go unprotected from hard, rough surfaces, dampness and cold. Because of this demand for knee protection, Judsen Knee Pads will give you profits and volume sales just as they have for many of the leading dealers throughout the country. They're the most comfortable, longest wearing knee protectors available — a natural for every kind of kneeling job! Order a dozen pair today!



RETAIL PRICE
\$2²⁵
per pr.

If your jobber
cannot supply you
WRITE DIRECT

JUDSEN RUBBER WORKS, INC.
4107 West Kinzie Street
Chicago 24

YOU'LL BE SEEING THIS
Westinghouse
"Freedom" Girl
EVERYWHERE YOU LOOK

All over America, October 27 to Nov. 4, will be "Freedom Week" for Westinghouse Retailers. This hard-hitting Promotion is going to make refrigerator history!



SHE'LL DOMINATE AD PAGES in Life, Saturday Evening Post, Collier's, Household, Pathfinder, Country Gentleman, Successful Farming, Good Housekeeping and Farm Journal.

NEWSPAPER READERS from coast to coast will be hearing her cry of freedom.

SHE'LL BE ONE of the star attractions on the Westinghouse "Studio One" TV show, Oct. 30.

IN SHOW WINDOWS and on retail store floors she'll be stopping traffic.

PUT THIS GAL on your sales staff
and watch her stir up interest and
action.

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Mansfield, O.



...of course, it's electric!

YOU CAN BE SURE...IF IT'S Westinghouse



Let *Renta Clarke* show you
HOW TO GET MORE BUSINESS
with

the Clarke Plan

Here's the plan dealers helped to create
... the plan that makes rentals "big business"
... the plan that increases store traffic and boosts
your sales of related merchandise!

- THE CLARKE PLAN provides eye-catching, colorful, Renta Clarke promotional material to sell customers on regular floor care. One look at Renta and customers get ideas about refinishing their floors...shampooing their rugs...with rental equipment and materials from your store!
- THE CLARKE PLAN gives you new techniques to bring in repeat business...promotional aids which reach customers in their homes...remind them that floors need regular care!
- THE CLARKE PLAN offers dealer-tested methods for increasing overall store traffic and selling related merchandise—sandpaper, filler, paint, varnish, rug shampoo, wax, etc.
- THE CLARKE PLAN provides the most complete selection of promotional materials in the rental field: counter and floor displays...window streamers...electric flashers...shelf strips...stickers for the tops of paint and varnish cans...newspaper mats...folders...radio scripts...suggested classified newspaper ads...plus a manual giving complete information on the profitable operation of your rental department.

HERE'S THE PROFIT-MAKING CLARKE FLOOR CARE FOURSOME

Clarke equipment is ruggedly built, to take hard, rental use. It's easy to handle, requires minimum upkeep, gives professional results, creates satisfied customers.



CLARKE
EDGER



CLARKE
SANDER



CLARKE
RUG SHAMPOO
MACHINE



CLARKE
POLISHER

Clarke

SANDING MACHINE COMPANY

3010 CLAY AVENUE • MUSKEGON, MICHIGAN
Sales and Service Branches in All Principal Cities

If you want more business the easy way,
write, wire or telephone for full details.

GLAD?

YOU BET! GLAD WE ARE IN
OUR NEW, LARGER PLANT
where our greater productive capacity
can serve our customers' increased requirements

COLONIAL PAINT
BRUSHES ALL MADE
WITH PURE BLACK
CHINESE BRISTLES

FOR OVER A QUARTER
CENTURY OUR MANAGEMENT HAS
MANUFACTURED AND MERCHANDIZED POPULAR-
PRICED BRUSHES...IN FACT, IT'S OUR THIRTIETH YEAR!

COLONIAL BRUSH MANUFACTURING
COMPANY, INC.

160 WASHINGTON STREET, NORTH.
BOSTON 14, MASS.

Telephone: Richmond 2-2515

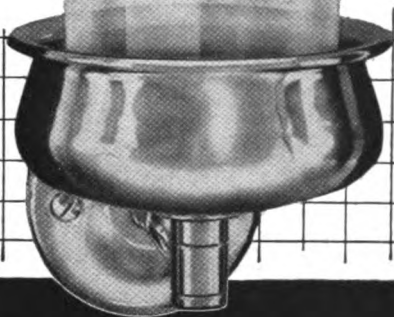
(Note change of address)

NEW YORK
CHICAGO

COLONIAL
BRUSHES
BOSTON
U.S.A.

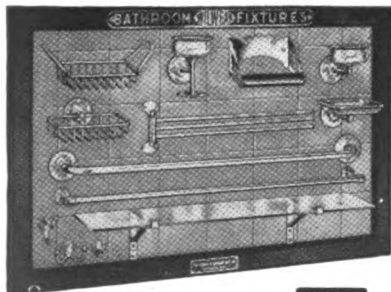
Reg. Trade Mark

**PRICED RIGHT
DISPLAYED RIGHT**
to Sell on sight



Wilwear
BATHROOM FIXTURES

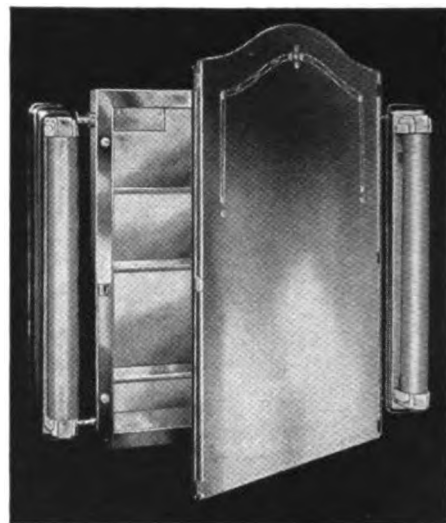
Priced right for the average buyer, Wilwear fixtures are designed for both replacement or modernization. All the items are functional in their styling—easy to install, easy to clean and use. They have a quality appearance and rightly so for they are fashioned from brass and have a chrome-plated finish for permanence and sparkle. Wilwear quality is immediately apparent to your customers, and when they see the price . . . it's a sale. Write today for complete information and prices.



This Wilwear display unit is a top-flight silent salesman—a real sales magnet that will boost your bathroom fixture business. Available to every Wilwear dealer.

Quality Products **T&S** For Over a Century

THE TURNER & SEYMOUR MFG. CO., Torrington, Conn.



THE CABINET WITH GREATER EYE-APPEAL

This superb Ideal model has three features which account for its exceptional eye-appeal. First, it is chrome-plated inside and out. Second, it is fluorescent lighted. Third, it has a polished plate mirror of unusually distinctive design.

It is also outstanding in utility features. For example, its fluorescent lights are ample for all bathroom lighting, no other lights being required. And it has a junction box which reduces electrical installation costs.

Other features are: Piano hinges. Convenience outlet. Cushion-spring door stop. Razor blade drop. All wires encased.

WRITE
FOR
LITERATURE

18 Models

• Write for descriptive literature on our complete line of bathroom cabinets.

Ideal Cabinet Corporation

Division of Deslauriers
Column Mould Co., Inc.

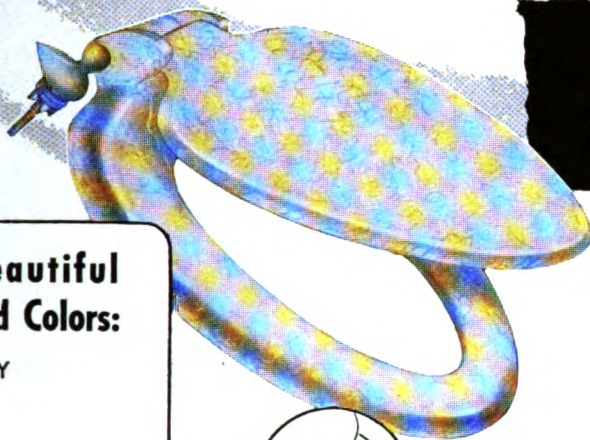
7722 JOY ROAD

DETROIT 4, MICH.

The **Ideal**
CABINET

WE'RE TRYING TO KEEP UP WITH THE DEMAND

YOU JUST KEEP SELLING THEM!



These Beautiful Marbleized Colors:

- ★ BURGUNDY
- ★ BLUE
- ★ GREEN
- ★ WHITE
- ★ ROSE
- ★ BLACK
- ★ PEACH
- ★ YELLOW



PURITAN *Style 1000*

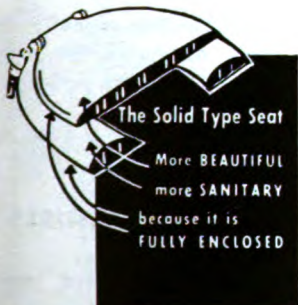
Retailing Profitably at \$9.95

- ★ SANITARY Plastic Bumpers
- ★ SANITARY Plastic Hinges
- ★ SANITARY All Enclosed Design
- ★ SANITARY Uni-Mold Patented Construction

PURITAN *Style 500*

Retailing Profitably at \$10.95

The PURITAN name on plastic toilet seats assures you of your PROFITABLE slice of the toilet seat business! Two distinct types . . . one the conventional chrome bar type hinge, the other the concealed plastic hinge — BOTH COMPLETELY MODERN in design . . . both instant sales when your customers see them! These are the ONLY seats with ALL the features — feature them for BIGGER volume!



For Further Information and Promotional Material, Write

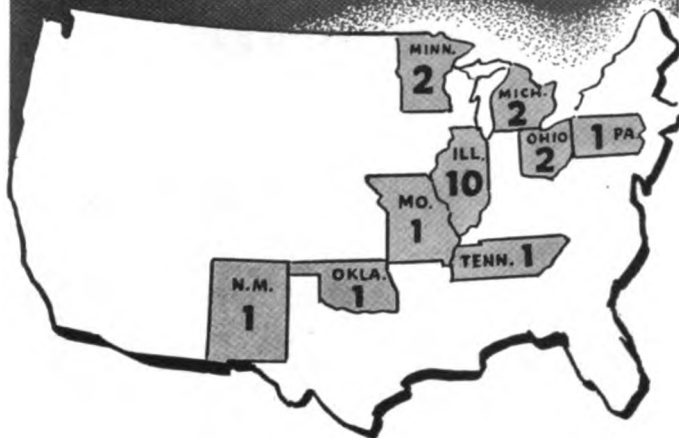
CENTURY PLASTIC PRODUCTS, INC.

8219 ALMIRA AVENUE • CLEVELAND 2, OHIO

21

METAL WEATHERSTRIP MANUFACTURERS

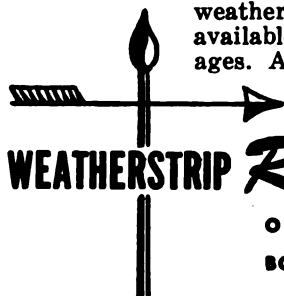
Serve the Nation!



METAL WEATHERSTRIP

... can be readily sold by all hardware stores. Many home owners prefer to install their own Metal Weatherstrip. It's easy to install ... it's a definite defense against rain, wind, storm and snow ... and most important, it saves fuel. Savings in fuel cost range from 20% to 30%.

Members of the Weatherstrip Research Institute manufacture metal weatherstrip for all purposes. It is available in attractive coils and packages. Ask your jobber or write direct for complete information.



WEATHERSTRIP Research INSTITUTE

OFFICE OF THE SECRETARY
BOX 101 • RIVERSIDE, ILLINOIS

**Weatherstrip—the original Fuel Conservator . . .
Saves Most Fuel in Proportion to Cost!**

Members:

ALLMETAL WEATHERSTRIP CO.
2241 N. Knox Ave., Chicago 39, Ill.

BARLAND WEATHERSTRIP MATERIAL CO.
1960 E. 59th St., Cleveland 3, Ohio

CECO STEEL PRODUCTS CO.
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CENTRAL METAL STRIP CO.
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CHAMBERLIN CO. OF AMERICA
1254 LaBrosse St., Detroit 26, Mich.

DENNIS & CO., W. J.
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DORBIN METAL STRIP MFG. CO.
1325 S. Cicero Ave., Chicago 50, Ill.

E-Z TIGHT, INC.
611 S. Broadway, Albuquerque, N. M.

GARDNER WIRE COMPANY
1325 S. Cicero Ave., Chicago 50, Ill.

MACKLANBURG-DUNCAN CO.
Box 1197, Oklahoma City, Okla.

MASTER METAL STRIP SERVICE
1720 N. Kilbourn Ave., Chicago 39, Ill.

MONARCH METAL WEATHERSTRIP CORP.
6333 Etzel Ave., St. Louis 14, Mo.

NATIONAL METAL PRODUCTS CO.
1025 Chateau St., Pittsburgh 12, Pa.

NICHOLS METAL STRIP SERVICE
2104 Gilbert Ave., Cincinnati 6, Ohio

REESE METAL WEATHERSTRIP CO.
712 Park Ave. S., Minneapolis 15, Minn.

ROBBINS MFG. CO.
1815 N. Central Park Ave., Chicago 47, Ill.

SECURITY COMPANY
1757 Puritan Ave., Detroit 3, Mich.

SOUTHERN METAL PRODUCTS CORP.
921 Rayner, Memphis, Tenn.

SPANJERS CO., A. J.
82 Tenth Ave., N.E., Minn. 13, Minn.

WARNICA PRODUCTS
6416 S. Ashland Ave., Chicago 36, Ill.

ZEGERS, INC.
8090 So. Chicago Ave., Chicago 17, Ill.



**"CUSTOMERS!
DOC, You'll HOOK 'em by
The DOZENS!"**



FL-14-19
GENERAL UTILITY
BOXES



SELL THE QUALITY LINE

Yes, sir—customers just can't resist the sales appeal of these double-duty Utility Boxes. They're trim—attractive—durable—Can be used for carrying tools, fishing tackle, and a dozen different uses.

Light in weight—really strong. They're built to last—to stand up under the most rugged conditions.

NOTE THESE QUALITY-LINE FEATURES

- Patented, automatic retracting trays
- Continuous, piano - type hinges
- Water shed
- Welded corner braces
- Double edges
- Green baked enamel finish
- Size—19" x 6" x 6 1/2".
- Size—14" x 6" x 6 1/2".

Order NOW from your jobber.

**Waterloo VALVE SPRING
COMPRESSOR CO.
Waterloo Iowa**

Easy as

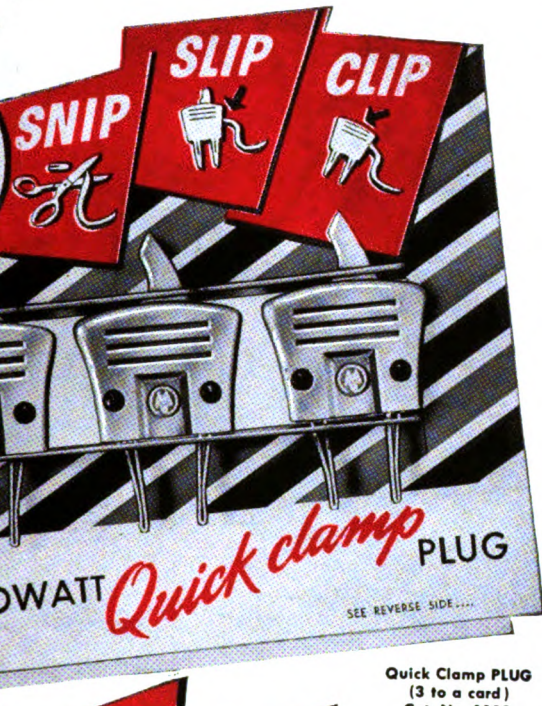


wiring method developed by Monowatt

sparks

A whole new line of PROFITABLE Electric Items

easy as
A-B-C

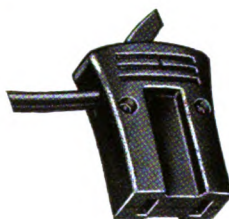


Every customer who comes into your store is a prospect for Monowatt's sensational new Quick Clamp wiring devices. So simple is the wiring principle that *anyone* can repair electric cords, replace broken plugs, and wire lamps.

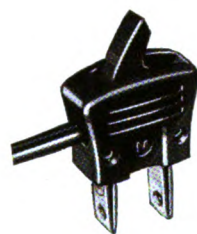
Feature Monowatt *Quick Clamp* wiring devices as a group on your electric counter. Priced right for volume sales . . . packaged in attractive, self-merchandising display cards, they'll stimulate impulse buying, spark related sales, and make profits for you. Order today.



Quick Clamp PLUG
(3 to a card)
Cat. No. 1111
Brown, List 30c
Ivory, List 33c



Quick Clamp SINGLE TAP
Cat. No. 1710
Brown, List 14c
Ivory, List 15c



Quick Clamp PLUG
(1 to a card)
Cat. No. 1110
Brown, List 10c
Ivory, List 11c

*Still more
are in the works -
Watch for them!*

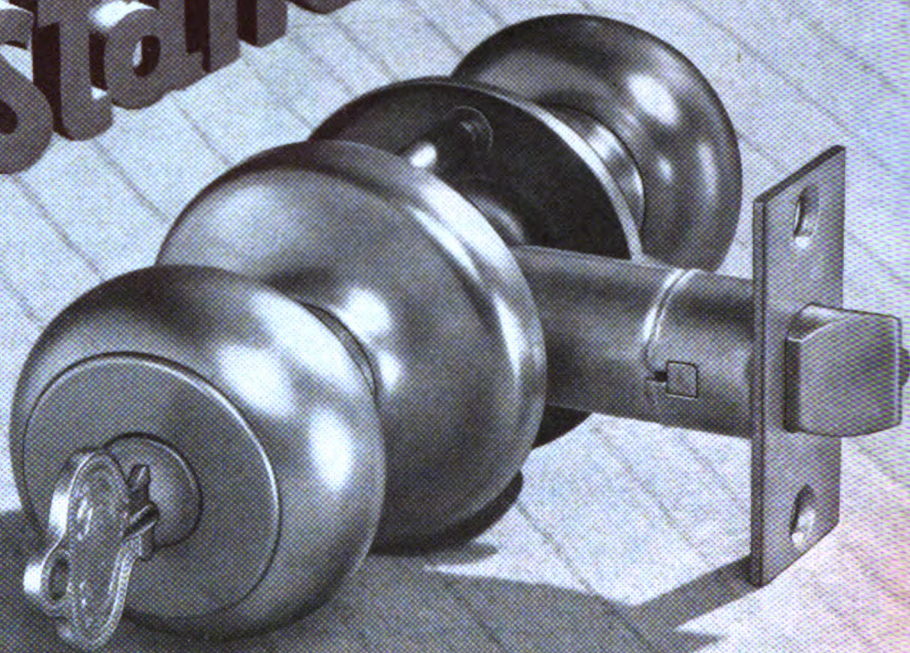


Listed by Underwriters' Laboratories



a standout

Illustration shows
Woburn design in
"Keynob" line . . . features
ball-bearing cylinder.



... for building sales and good will

Seven *extra quality* features make the Russwin tubular lock and latch line stand out *in your favor*. They're especially timely now that buyers are getting more selective . . . and they're easy to explain. For example, no other tubular line offers the smooth, positive rack and pinion latch action . . . or a ball-bearing cylinder for the "Keynob" unit. There's a Russwin tubular lock and latch for every door . . . easy to install . . . reversible for any hand of door.

Here's a "standout" line featuring Russwin quality at no price difference. Cash in on it to build profitable sales and good will. Russell & Erwin Division, The American Hardware Corporation, New Britain, Connecticut.

RUSSWIN

dealers always have the edge . . .

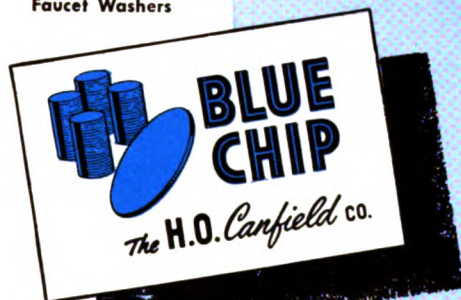
The H.O. Canfield co.
PRESENTS

2 NEW LINES of PROFIT BUILDERS for YOU!

*No slow-moving luxuries here —
every item in The H. O. Canfield
Company line is a household
necessity.*

The H. O. Canfield Company, oldest manufacturer in the business, offers rubber plumbing specialties that sell on sight because they look right, they are priced right, they are right! The H. O. Canfield Company products have been acknowledged as superior for over half a century. When you handle these products you know, without question, that you could do no better for your customers. Our experience is your best guarantee.

Tank Balls
Bead Chain Bath
and Basin Stoppers
Faucet Washers



Tank Balls
Sink Suction
Stoppers
Basin and Bath
Stoppers
Faucet Washer
Assortments
Closet Seat Bumper
Assortments
Garden Hose
Washers
Screw Bumpers
Tack Bumpers
Door Stop Caps

The Premium
Line

A complete
Rubber
Plumbing
Specialty
Department

FAST PICK-UP



The H.O. Canfield Co.

BLUE CHIP

The Premium Line of

RUBBER PLUMBING SPECIALTIES

These profit builders look right—are right and they make customers reach down and buy.

The Blue Chip Line is The H. O. Canfield Company's newest contribution to your success. Each item is precision made from highest quality materials. Each item is priced right—always with your profit and reputation in mind.



Attractive, colorful counter displays make these products fast movers.



THE *HOCO* LINE

A complete rubber plumbing specialties department

The HOCO Line means steady profits to retailers. The attractive HOCO line display kit is a comprehensive, self service plumbing specialties department that conserves display space. It contains the following:

Tank Balls	12
Sink Suction Stoppers	12
Basin Stoppers	24
Bath Stoppers	24
Closet Seat Bumper Assortments	24
Household Faucet Washer Assortments	24
Hose Washer Packages	24

Each item is individually packed in a smart, colorful container, which may be set up on a shelf or counter. Thus the dealer who does not require the full line to service his market effectively may order only those items he requires.



The HOCO Display Kit

Just the right amount
—low investment
—rapid turnover
—high return.



Send for The H. O. Canfield Company Complete Catalog of rubber plumbing specialties. Clip the coupon now, while you're thinking about it.

The H. O. Canfield Co.
129 Housatonic Avenue
Bridgeport 1, Conn.

Send your Catalog showing all of the H. O. Canfield lines of rubber plumbing specialties.

Name _____

Company _____

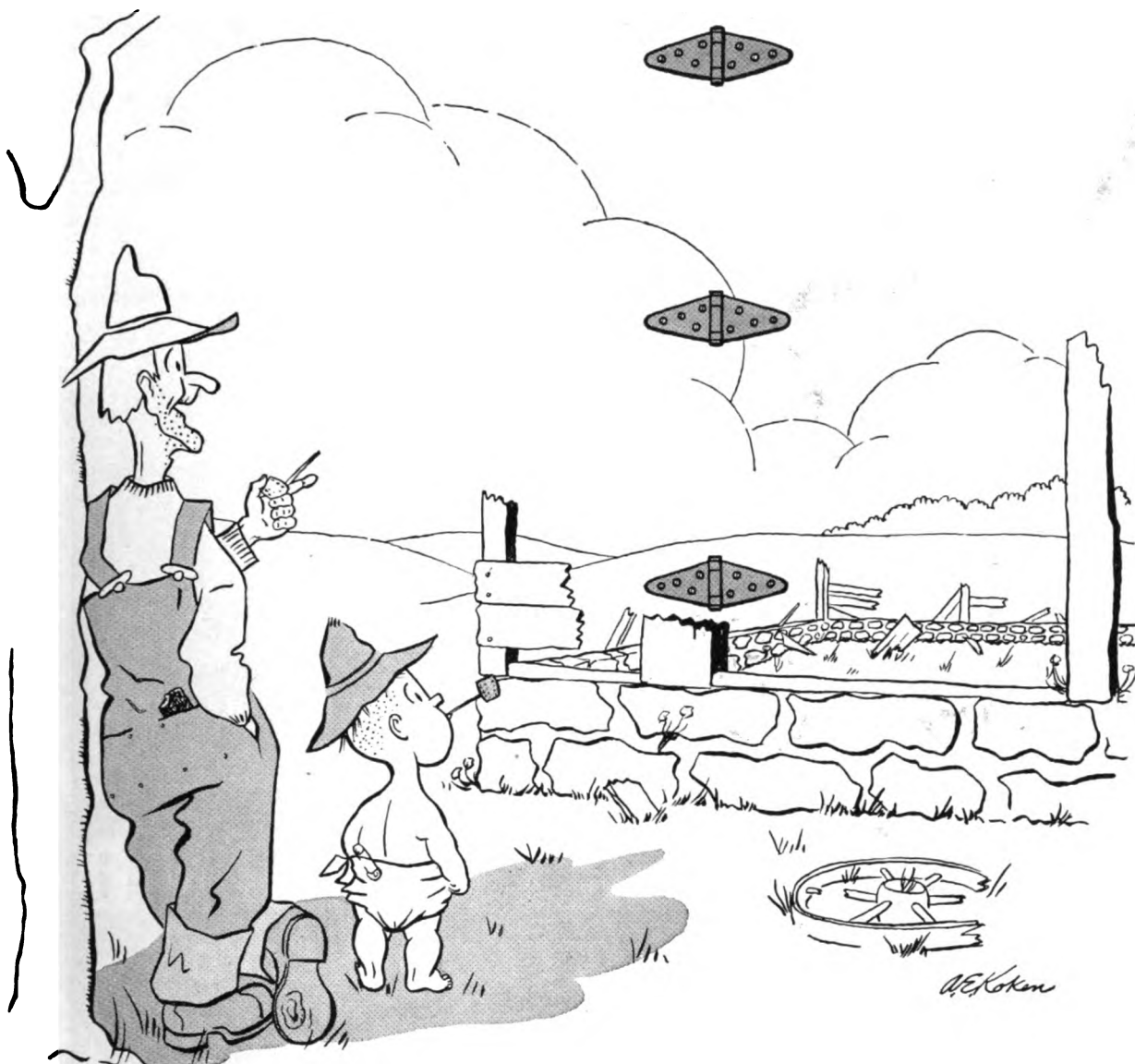
Address _____

City _____ State _____

The H.O. Canfield Co.

129 Housatonic Avenue
Bridgeport 1, Conn.

Digitized by Google



*"They sure last...even in '76
when Granpap built that barn, he knew..."*

EVERYTHING HINGES ON HAGER!"

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



© 1950

Sure-We Sell...



SHINYLAND MILLED STUDS

Distributors find it pays to stock Shinyland studs because of the large and increasing demand for this quality product.

Shinylands of the usual Ferry Cap high quality are furnished to regular milled stud standards with this additional feature — the land between threads a shiny, bright, mirror-finish.

Shinylands are sold in standard catalog sizes in attractively labeled packages and in bulk: sizes, $\frac{3}{4}$ " dia. and under.

How's your stock of Shinylands?

Simply Specify

SHINYLANDS

with land between threads,
shiny, bright, mirror-finish

The FERRY CAP & SET SCREW Co.

2155 SCRANTON ROAD

CLEVELAND 13, OHIO

CAP AND SET SCREWS • CONNECTING ROD BOLTS • MAIN BEARING BOLTS • SPRING BOLTS AND SHACKLE BOLTS • HARDENED AND GROUND BOLTS • SPECIAL ALLOY STEEL SCREWS • VALVE TAPPET ADJUSTING SCREWS • AIRCRAFT ENGINE STUDS • ALLOY STEEL AND COMMERCIAL STUDS • FERRY PATENTED ACORN NUTS

**FITS 1/4 CHUCK
CAN'T SLIP!**



- Can be operated at high speeds.
- Drills accurately.
- Will bore hard and soft woods, including plywoods, regardless of knots and grain.
- Have keen cutting edges, uniformly hardened.
- Can be used in all electric drills having 1/4 inch or larger chuck capacity.

**POWER
AUGER BIT
No. 910**

PRICES AND SPECIFICATIONS

Size Inches	List Price Each	Length Overall Inches
3/8	\$1.00	5 1/4
1/2	1.05	5 1/4
5/8	1.10	5 1/4
3/4	1.15	5 1/4
7/8	1.20	5 1/4
1	1.25	5 1/4

Individual sizes are individually packaged

New POWER AUGER BIT



Hexagon shanks prevent bits from slipping in chuck. For use by Woodworkers, Pattern Makers, Carpenters, Farmers, Home Owners, Electricians, Plumbers, Maintenance Men, Boat Builders, Hobbyists, Janitors, Cabinet Shops, Contractors.



**POWER AUGER BIT SET
No. 911**

Packaged securely in an attractive cardboard box with clear cellulose cover, this makes an excellent display unit for dealers.

No. 911 Power Auger Bit Set contains one each: 3/8", 1/2", 5/8", 3/4", 7/8" and 1" — List Price \$6.50



WHITMAN & BARNES

PLYMOUTH • MICHIGAN • U. S. A.

Makers of Fine Tools Since 1848

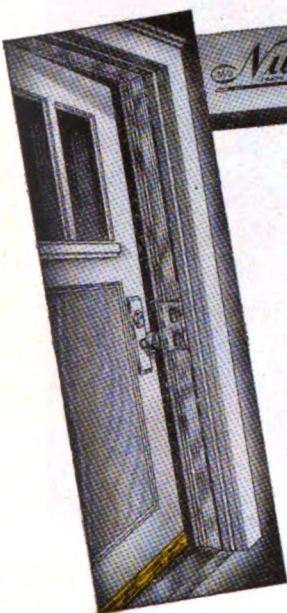
B R A N C H E S

NEW YORK • CHICAGO
LOS ANGELES • HOUSTON



Mack says... Check the Weather

Numetal WEATHER STRIP



FOR DOORS

Conveniently packaged in sets for almost all standard doors. Available with regular brass and felt door bottom strips or with threshold and exposed hooks. No special skill or tools are required. Easily installed with only a hammer and household scissors. Comes complete with sufficient strips for complete with lock keeper strip, size opening, lock keeper strip, screws, nails and instructions for installing. Perfect for over-the-counter sales!

This door equipped with Style "C" Numetal on sides and top, lock keeper strip and a brass and felt door bottom.

Numetal DOOR BOTTOM STRIPS



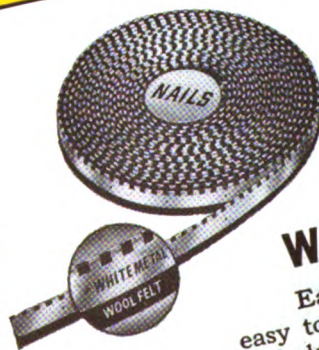
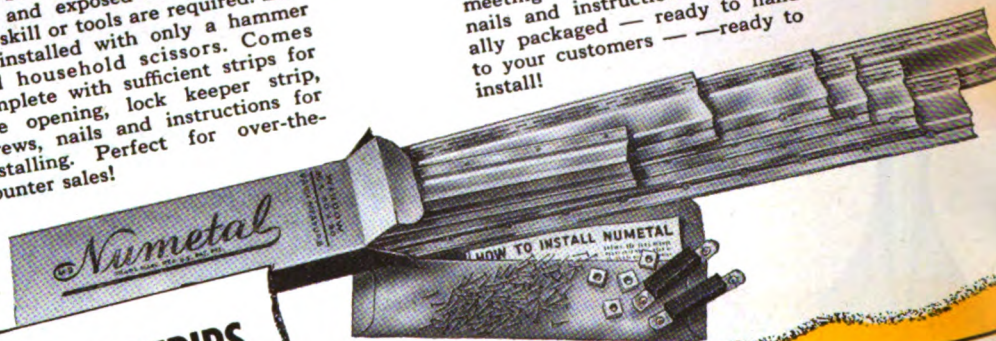
Just what your customers need to keep cold air, dust, and dirt from blowing under doors. A popular seller! Made of wool felt and extra heavy gauge brass or aluminum. Furnished in standard lengths for 28", 30", 32", 36", 42" and 48" doors. Also available in special lengths. Packed 1/2 dozen same length in each carton.



FOR WINDOWS

Numetal Window Sets also come complete in convenient packages. Fits all standard 28", 30", 32" and 36" double hung windows. Cut-to-dimension sizes available. It is a practical and efficient type of permanent weather strip and can be quickly installed by anyone. Each set contains necessary strip for top, bottom and sides, meeting rail strip, sash plugs, nails and instructions. Individually packaged — ready to hand to your customers — ready to install!

This window is completely weatherproofed with strip from Numetal Window set. Includes Style "A" for top, bottom and sides; Style "B" for regular meeting rail; "D" sash plugs. Style "D" available for rabbeted meeting rails.



Nu-WAY WEATHER STRIP

Easy to sell because it's so easy to put on! Works perfectly on any type window or door. Made of moth-proof, pre-shrunk, color-fast, wool felt and white metal. Attractive display carton contains 12 individual 20-ft. rolls.

roof Items You Need ...and Order Now!

Nu-GARD Automatic DOOR BOTTOM AND DRAFT ELIMINATOR



This is the door bottom in answer to a home-owner's prayers! Beautifully designed door bottom keeps firm contact with floor when door is closed. Saves fuel—stops drafts under door! When door is opened the hinged felt section automatically raises to clear carpet. All working parts and cover shield are made of high quality Alacrome metal—will not rust or tarnish. Easily installed. Furnished in 28", 32", 36", 42" and 48" lengths. May be shortened 2". Fits right or left hand door. Packed in individual cartons, including necessary screws and completely illustrated instructions. A Nu-GARD Automatic Door Bottom is a boon to your customers and a boost to your sales. Just show 'em and you'll sell 'em!

This handsome double-duty display case takes little space and makes sales! Given to you with your order for the introductory assortment. Removable top becomes handy shelf on front to hold actual working model. Case contains 24 door bottoms, five 32" and twelve 36" lengths—each individually packaged. Don't be without these—order now!

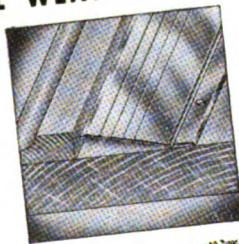
NU-ART THRESHOLDS

Thresholds are becoming increasingly important in the weatherproofing picture—residential as well as commercial and industrial! You should have a complete stock of these attractive thresholds. Available in brass or Alacrome, with holes drilled, screws furnished—each individually wrapped and labeled.



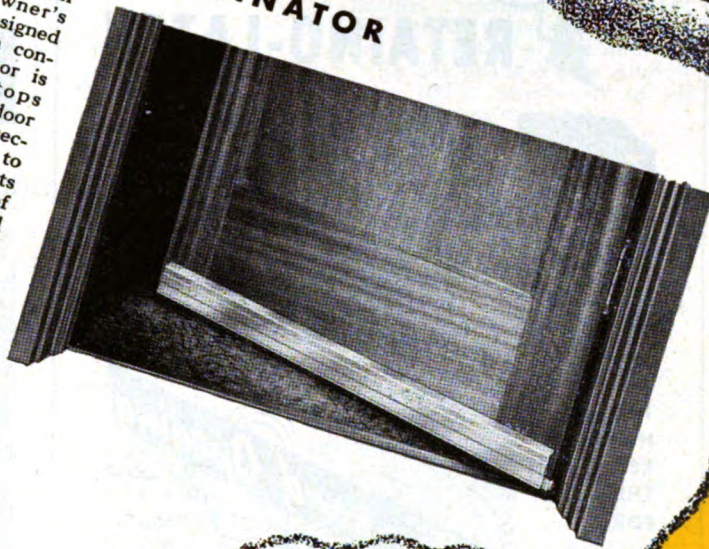
ON-GARD BRONZE COIL WEATHER STRIP

Here is the perfect coil strip! Patented nailing zone feature eliminates buckling and forms weather-tight edge. Double turned outer edge forms a humproof, rigid contact. Packed 100 ft. or 200 ft. in exclusive patented dispensing carton or with your initial order for five 100 ft. rolls we give you a sturdy counter display case.



WE NEED

- ☒ Numetal Weather Strip
- ☒ Nu-Way Weather Strip
- ☒ Numetal Door Bottoms
- ☒ Nu-GARD Automatic Door Bottoms
- ☒ Nu-ART Thresholds
- ☒ On-GARD Coil Weather Strip
- ☒ Nu-CALK SPEED LOADS
- ☒ Nu-GLAZE



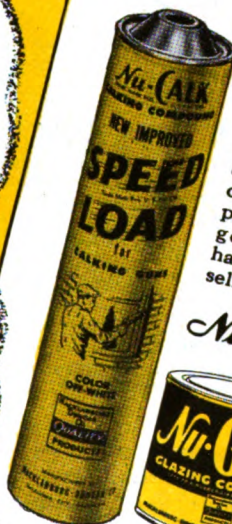
Nu-CALK SPEED LOAD

America's favorite calking compound in the most efficient calking load on the market. Packaged 10 loads to each carton and 4 cartons per shipping case. Keep a good supply on hand of this fast-seller!



Nu-Glaze GLAZING COMPOUND

Sells better because it does the job better—really "stays put"! Won't crack or peel off. Perfect for all glazing. Packaged in attractive cans from 1/2 pint to 12 1/2 lbs.—in drums from 25 lbs. to 880 lbs. Order now!



ORDER NOW! Your order will be shipped same day received.

MACKLANBURG-DUNCAN CO.

**MACKLANBURG
DUNCAN
Co.**

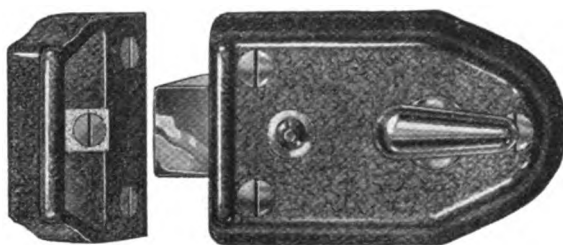
QUALITY

EASIER ... To *Open*
... To *Install!*
... To *Sell!*

THE NEW



RETAINO-LATCH



THE PIN TUMBLER
NIGHT LATCH WITH THE
KEY THAT RETAINS
THE LATCH BOLT
FOR



No.
802

Here's a natural that will win customers for you . . . a night latch with such convenience appeal that it makes ordinary night latches old fashioned. Now your customers can have an armful of packages and enter home or office without the usual "put-it-down pick-it-up" trick that is so common with almost every door equipped with a night latch in your community. A PLUS feature: Inside dead-locking button makes the Retaino-Latch jimmy proof! It's a lock with plenty of sales potential to make more profit for you.

EASY INSTALLATION:

Improved back plate nestles into the lock case, providing perfect alignment for easy action.

NEW BAKED ENAMEL JEWEL-LIKE FINISH!

The last word in home appointments. Smooth, untarnishable, smart! Modern stream-line design. No wonder TAYLOR is busy with re-orders.

Your hardware wholesaler has a complete line of Taylor-Made Quality Products — Padlocks, Night Latches, Inside Lock Sets, Key Blanks and Replacements.

TAYLOR LOCK CO.

PHILADELPHIA 32, PENNSYLVANIA

FOR SAFETY'S SAKE, ALWAYS SAY



Give this "Shopper Stopper"
TRAFFIC LANE POSITION



R-V-LITE[®]
All-Purpose WINDOW MATERIALS

Floor Fixture
STOCKS, DISPLAYS, DISPENSES and
Sells All 6 Types

Scores of year 'round uses make R-V-LITE your dependable profit line! Keep this attractive, inviting display unit filled with all 6 types plus reserve of your most popular numbers. No other item you stock can produce returns in proportion to this compact, complete R-V-LITE department. Requires less than a square yard of floor space.

Available at nominal cost with SPECIAL R-V-LITE ASSORTMENT R-V 550-D.

6-way profits

with these 6 fast-sellers:

- 700-W 4 x 4 Aluminum Wire Reinforced.
- 800-CW 14 Mesh Galv. Steel Wire Reinforced.
- 100-C Cotton Reinforced.
- 200-P Plastic Reinforced.
- 300-W Aluminum Wire Reinforced.
- 400-T Wax Impregnated Fabric.

ORDER FROM YOUR JOBBER

ARVEY CORPORATION Exclusive Manufacturers of R-V-LITE



3462 NORTH KIMBALL AVENUE
CHICAGO 18, ILLINOIS

GOOD PROFITS FOR YOU—ALL DOWN THE LINE

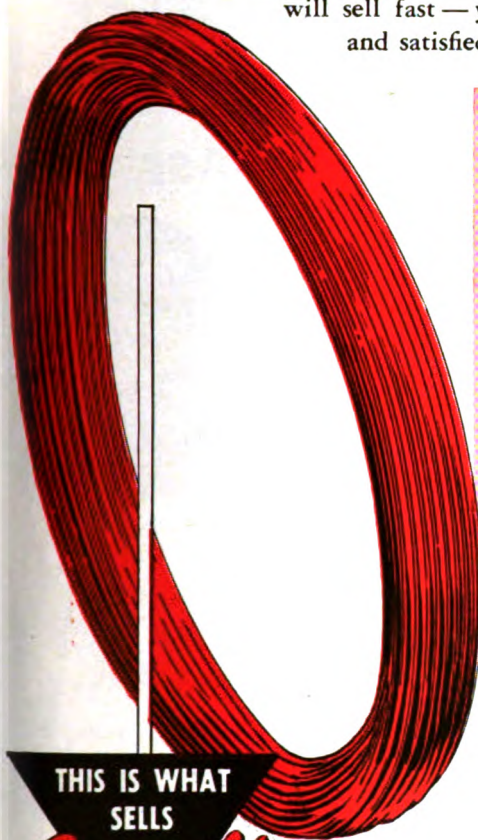
FAST-MOVING

Copperweld
TRADE MARK **PRODUCTS**
FOR THE **HARDWARE TRADE**

Every item in the Copperweld* line is a ready seller because Copperweld's advantages are apparent at a glance. Customers are quickly "sold" by its bright, non-rusting, permanent copper covering—and the superior strength of its inner steel core. Colorful, eye-catching cards and cartons display these quality items. No other wire has all these sales features.

Place an order today for Copperweld Wire Products. They will sell fast—you will make bigger profits—and satisfied customers.

*Trade Mark



**THIS IS WHAT
SELLS**

Copperweld

CUT-AWAY SECTION OF
COPPERWELD
WIRE

STEEL CORE
PROVIDES STRENGTH

COPPER
COVERING
PREVENTS CORROSION

THE
COPPERWELD MOLTEN-WELD
MAKES COPPER AND STEEL
INSEPARABLE

It's Strong·Non-Rusting·Permanent

COPPERWELD STEEL COMPANY
Glassport, Pa.
SALES OFFICES IN PRINCIPAL CITIES



Copperweld

LIFETIME CLOTHES LINE

Clean—Strong—Non-rusting—Permanent. Every feature that women want in a clothes line. Has bright, smooth surface. Won't stretch. Is easy to handle. Unaffected by weather. Tinned surface assures cleanliness. Packed in brilliant orange and blue box with cellophane display window. 50-ft. or 100-ft. lengths—12 of one size to a shipping container.

HOUSEHOLD WIRE COIL

Has a hundred uses for the handyman around the home, garden, workshop and garage. Copperweld gives him a wire that is strong and non-rusting... pliable and easy to work with. Each coil is mounted on an attractive orange and blue card for quick pick-up buying. Put up in 25-ft. or 75-ft. coils—a dozen of one size in a carton—6 cartons to a shipping container.



COUNTER DISPLAY BOX OF HOUSEHOLD WIRE COILS



This convenient counter display box boosts Copperweld Household Wire sales. Just place it where customers can get to it. They'll pick up a coil of Copperweld Wire—look at it—feel it—and buy it. A good, steady item. Twenty-four coils of assorted sizes in a box—one box to a corrugated shipping container.

WALL OR COUNTER MERCHANDISING DISPLAY CARD OF HOUSEHOLD WIRE COILS

Another effective way to get eye-attention of customers. Sells itself... customers help themselves to a 25-ft. coil of Copperweld Wire from this colorful orange and blue card. Has an easel for standing and an eyelet for hanging. One display with 12 coils attached is packed in a corrugated shipping container.



BIG UTILITY COIL FOR THE LARGER WIRE USERS

Each box contains one 10" diameter coil of Copperweld Utility Wire for use by mechanics, plumbers, carpenters, maintenance men, etc. Available in various wire sizes and lengths. Suitable for hundreds of applications requiring a strong, permanent, non-rusting wire. Packed one coil to a corrugated shipping container, which also serves as an ideal display box.

**IF YOUR JOBBER CAN'T
SUPPLY YOU, MAIL THIS COUPON**

COPPERWELD STEEL COMPANY
Glassport, Pennsylvania

Please send me detailed information on the Copperweld Line of Hardware Products.

Name.....

Company.....

Address.....

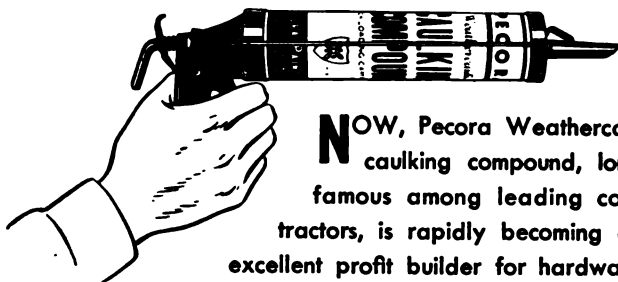
City..... Zone..... State.....

**For SATISFIED CUSTOMERS!
For FAST PROFITABLE SALES!**

PECORA

BRAND

WEATHERCALK



NOW, Pecora Weathercalk caulking compound, long famous among leading contractors, is rapidly becoming an excellent profit builder for hardware dealers. A superior caulking compound, easier to sell! Available in quarts, one-gallon and five-gallon cans and in the handy one-tenth gallon spouted cartridge for use with the PECORA QUICK-LOADING CAULKING GUN (Illustrated).

PECORA ASBESTOS FURNACE CEMENT

...as resistant to heat as iron itself! A familiar package in constant demand by both home-owners and craftsmen, alike
...A top-quality, top-seller!

PECORA WEATHERTITE ROOF COATINGS

Indispensable for making old roofs look and act like new!

PECORA PLUMBERS PUTTY

Provides an exceptionally excellent non-drying seal.

PECORA SASH PUTTIES AND GLAZING COMPOUNDS

Materials that do a better job—will not crack or dry out!

PECORA PIPE JOINT COMPOUND

Like all Pecora Products—a durable material of best quality.

For Building Materials of Superior Quality, it's



LAWRENCE & VENANGO STS., PHILADELPHIA 40, PA.

Manufacturers of Mastics for Structural Glass or Tile installations . . . Sealing Compounds . . . Glazing Compounds . . . Stove Putties . . . Roof Coatings . . . Industrial Paints and Finishes

SINCE 1862

**HERE'S EVERYTHING
FOR HOUSEHOLD LUBRICATION**



LOCK-EASE GRAPHITED LOCK FLUID

- Protects all kinds of locks against freezing, sticking, rust and wear. Contains colloidal graphite in a fluid carrier. Flows and penetrates rapidly, then carrier evaporates, leaving protective metal-plating, graphited film. Helps free stubborn or frozen locks. List 35c for 4 oz. "controlled flow" can. Eye-catching display merchandiser, as shown, packed with each dozen cans.

STAINLESS DOOR-EASE STICK LUBRICANT

- Nationally known, steady 10c seller. Hundreds of uses for every home, shop, office, car. Stops squeaks; prevents sticking in zippers, drawers, windows and all other exposed surfaces. Used like a crayon. Won't stain fabrics or surfaces treated. Weather-proof. 10c size packed one dozen in colorful B-12 display box shown (size $3\frac{1}{4} \times 4\frac{1}{8}$), or on individual cards. Also large 39c seller in push-bottom metal container, packed six to display box.



AMERICAN DRIPLESS OIL



Penetrates, lubricates, rust-proofs—the finest oil on the market for home and shop. Penetrates rapidly, converts to a full-bodied, long-wearing, rust proofing film. "Runs in—won't run out."

Three color display card does the selling for you. List 25c for 4 oz. "controlled flow" can that delivers drop-by-drop or steady stream. Ties in perfectly with DOOR-EASE and LOCK-EASE to give you everything your customers need for household lubrication jobs.

Ask your jobber or write direct for complete catalog data.

AMERICAN GREASE STICK COMPANY
Muskegon, Michigan

2 FAMOUS NAMES—BOTH BEST SELLERS!

blu pride

KITCHENWARE

Sales Leader for Half a Century

MASTR-LOK STOVE PIPE

RETAILERS KNOW the profitable advantages of selling MASTR-LOK Stove Pipe—the original pipe with a patented locking device. Their cash registers give them regular proof that MASTR-LOK is the most-wanted, fastest-selling, and most profitable stove pipe!

THEY KNOW, TOO, that there's extra profit in MASTR-LOK ELBOWS

That's because 12 elbows come nested in a special octagonal carton. This means less shipping costs ... assures you of always receiving your elbows clean and dent-free ... means your costs are less all the way around!

Write us today for more information and the name of your nearest MASTR-LOK Wholesaler.



Also

Galvanized Furnace Pipe

available in a wide range of sizes through selected wholesalers.

Parkersburg Blue Steel Kitchenware—now trademarked "blu-pride"—has been the nation's No. 1 sales leader in low-priced, quality kitchenware for generations!

The reason, of course, is due to "blu-pride's" inherent quality ... quality that serves the housewife dependably and economically for years. It's no wonder that "blu-pride" has been a leading favorite ... with consumers *and* with dealers!

Write to your wholesaler for details and prices or write directly to us. (Please include name of wholesaler you prefer.)

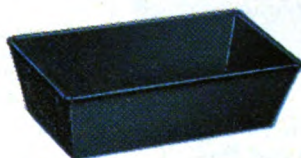
"BLU-PRIDE'S" NEW PORT-O-OVEN BREAKING ALL SALES RECORDS!

the oven of a hundred uses!

- Top-Of-Stove Potato Baker
- Food Warmer And Crisper
- In-oven Roaster & Baker
- All-purpose Outdoor Grill Oven & Baker

This wonderfully versatile oven is taking the country by storm! Retailers everywhere report sensational acceptance! Don't miss out on PORT-O-OVEN sales! Order today!

Shipped nested. **Retails at about \$1.49**



SINGLE LOAF PANS

$5\frac{1}{2} \times 9\frac{1}{2} \times 2\frac{3}{4}$



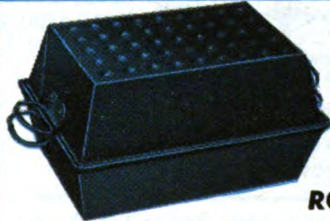
BISCUIT PANS

$9 \times 14 \times 1\frac{1}{2}$



DRIPPING PANS

$8 \times 10 \times 2\frac{1}{2}$ | $12 \times 17 \times 2\frac{1}{2}$
 $10 \times 14 \times 2\frac{1}{2}$ | $16 \times 17 \times 2\frac{1}{2}$



DOUBLE ROASTERS

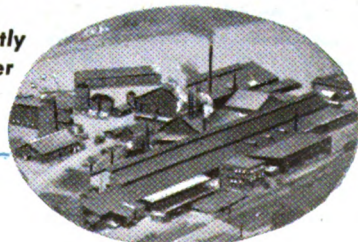
No. 2— $8 \times 12 \times 6$ | No. 6— $11 \times 16\frac{1}{2} \times 8$
No. 4— $10 \times 15 \times 7$ | No. 7— $13 \times 18 \times 8$

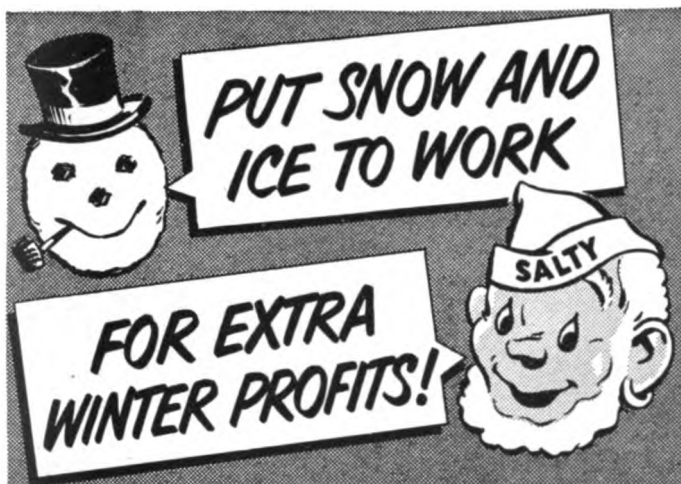
Ask your wholesaler for prices, or write directly to us, giving us the name of your wholesaler

THE PARKERSBURG STEEL COMPANY

PARKERSBURG, WEST VIRGINIA

The Home Of MASTR-LOK Stove Pipe and "blu-pride" Steelware





Stock and Display **STERLING** **AUGER-ACTION** **ROCK SALT** To Make Snow and Ice Removal Easy-QUICK!

• Your customers will take a tip from America's leading Highway Commissions who clear our roads. They'll want **STERLING Auger-Action ROCK SALT** for melting and loosening ice and snow. And they'll want to carry a bag of **STERLING Auger-Action ROCK SALT** in their cars to free wheels when they get stuck.



**CASH IN ON THIS DEMAND
BUILD DISPLAYS LIKE THIS**

DISPLAY 100-lb. bags
with snow shovels and
ice scrapers!

DISPLAY 10-lb. bags
with skid chains and
snow tires!



**WEATHER REPORTS FEATURE STERLING ROCK SALT
ON 30 POWERFUL RADIO STATIONS EVERY TIME IT STORMS.**

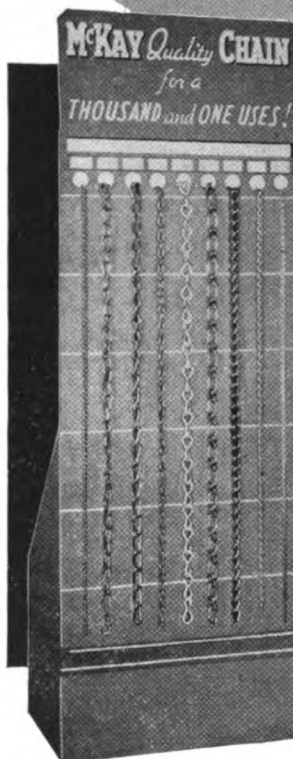
AND FOR QUICK, VOLUME PROFITS contact local apartment houses, banks, office buildings, schools, etc. Sterling Auger-Action Rock Salt gives them clear, safe driveways, sidewalks, and steps at low cost. Added profits for you!

**DON'T DELAY!
ORDER NOW!**

In bales of six 10-lb. bags
or 100-lb. bags.

STERLING **AUGER ACTION** **ROCK SALT**

International Salt Company, Inc., Scranton, Pa.



**A "One Package"
CHAIN
DEPARTMENT**

**Designed for
• QUICK • EASY
• PROFITABLE
-Selling-**

Want to increase chain sales without a large investment of money, time or valuable floor space? It's easy when you get the McKay

Silent Chain Salesman with its assortment of nine popular types of chains. Here's a complete chain department in less than two square feet, that displays the chains which your customers need and buy.

This unusual deal—the McKay Silent Chain Salesman and any one of four chain assortments—is yours for one low price. The all-metal Silent Salesman display rack is 53" high, 8 3/4" wide, 12" deep and is finished in a handsome red crinkle baked-on enamel. It comes complete with instructions for setting up, including proper arrangement of stock and suggested retail prices.

CHECK THESE ADVANTAGES

- The McKay Silent Salesman and chain assortment has a low "first cost." It holds more chain than any other type of display.
- Chains are dispensed from standard 50' and 100' cartons. 9 different chains with prices—can be displayed at one time.
- You do no lifting or tugging to install reels and you are not limited to selling chains packed only on special reels.

WRITE TODAY for McKay Silent Salesman Catalog Sheet which gives full details on the McKay Chain Display and "Best Selling" Chain Assortments.



THE MCKAY COMPANY
440 MCKAY BUILDING • PITTSBURGH 22, PA.



- McKay Metal Fil
- McKay-Rod Electrodes
- McKay Tire Chains

- Mild and Stainless Welding Electrodes
- Industrial and Commercial Chains

**If You're Looking for
the Opportunity of a Lifetime . . .
YOU'RE LOOKING AT IT RIGHT NOW**

Sound . . . Protected Territory




FRANCHISE

**UNMATCHED BY COMPETITION
AND DESIGNED TO MAKE YOU
THE TOP PAINT MERCHANT
IN YOUR COMMUNITY!**

Here's your passport to ever-increasing sales . . . bigger, quicker, guarded profits. Backed by a square-shooting policy that outlaws company owned stores and direct selling, your BPS Franchise grants you full protection where sales and profits are concerned. And to assure a continuous flow of those sales and profits, your BPS Franchise puts at your command the full power of Patterson-Sargent's all-level promotion program. Write now to find out how you can make more with BPS . . . Best Paint Sold!



ACT NOW: THERE'S A QUALITY  PAINT FOR EVERY NEED!

**THE
PATTERSON-SARGENT
COMPANY**

**THE PATTERSON-SARGENT COMPANY
1325 East 38th Street
Cleveland 14, Ohio**

Please send me full facts concerning Patterson-Sargent Paints.

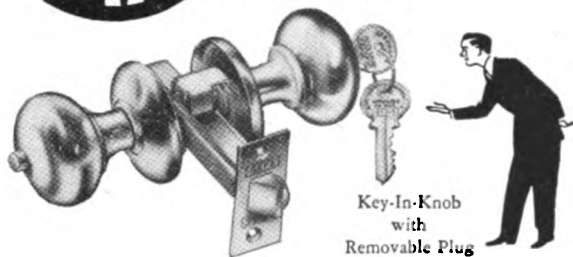
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Address _____

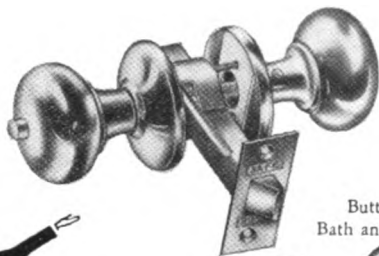
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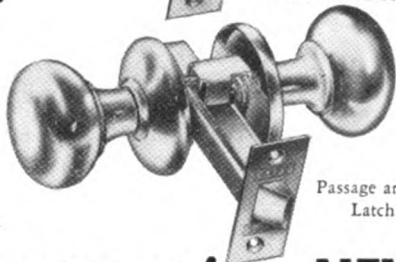
MEANS BUSINESS



Key-In-Knob
with
Removable Plug



Button-In-Knob
Bath and Bedroom Sets



Passage and Closet
Latch Sets

Announcing NEW TUBULAR LINE

• The new Safe Tubular line is now available incorporating the most modern features and engineering design. • The new key-in-knob set with removable plug simplifies re-keying. Supplied with automatic releasing button or vestibule action. Parts are of heavy rust proofed steel with solid brass trim.

SAFE

PADLOCK & HARDWARE CO.
LANCASTER PENNSYLVANIA



WRITE FOR THE 12 PAGE
SAFE CATALOG ON NEW TUBULAR LINE

easy to sell

because
it's easy
to use!



caulking compound cartridge

No wonder more and more contractors and home owners are demanding famous CALBAR Caulk-O-Seal in the convenient "HOLE-IN-TOP" Cartridges! They just insert the Cartridge into any CALBAR cartridge caulking gun, replace the gun nozzle and pull the trigger. It's as simple as that . . . and NO cleaning required—the compound never touches the sides of the gun! Your JOBBER can supply you.

CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products

2612-26 N. Martha Street • Philadelphia 25, Pa.

The BIG SELLING BRUSH CLEANER that REPEATS and REPEATS BECAUSE IT'S FAR BETTER



Proven by impartial tests of a nationally known Brush Manufacturer to be the most efficient brush cleaner on the market . . . has further proven itself as a steady repeat sales builder. 10¢ size—24 pkgs. in unit, 25¢ economy size—2 doz. in case.

Consumers Crack Filler
(wood putty) preferred by professionals and home craftsmen alike because its powder form stays ready to use—mixes with water—works so easily.



Tiger Grip Linoleum Paste—favored for use on wood or concrete floors—1/2 pt., pt., qt., 1 & 5 gallon containers.

Consumers Patching Plaster . . . mixes white in cold water. No checking or shrinking. Quick bond to old plaster without sizing. In 1, 2 1/2 & 5 lb. cartons; 2, 5, 10 & 15 lb. paper bags; 50 lb. bags—100 & 300 lb. bbls.



ORDER FROM YOUR WHOLESALE.

CONSUMERS GLUE CO.

1515 N. HADLEY ST.

ST. LOUIS 6, MO.

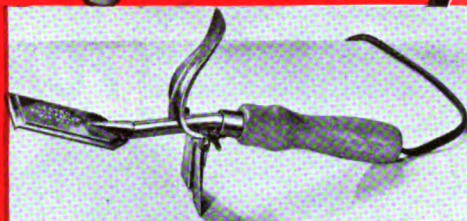
Now-2 MODELS



Not only the cord, but the complete tool is approved by Underwriters' Laboratories.



Automatic Safety Stand in Rest Position.



Only Deluxe Model 3 as shown is UL approved

Only the Original "LECTRO Paint Peeler" IS FULLY APPROVED BY UNDERWRITERS' LABORATORIES

The Sensation of the hardware and paint business comes to town to give you new records for sales, turnover and profits. Now LECTRO WELD brings you this sensational tool in 2 Improved Price Models.

2 Improved PRICE MODELS
DELUXE Model 3 — at only \$4.95
STANDARD Model 2—Retails at only \$3.95
Not UL approved

ONLY DELUXE MODEL 3—"LECTRO PAINT PEELER" GIVES YOU ALL THESE FEATURES

1. Underwriters' Laboratories approved Automatic Safety Stand attached for use in rest position.
2. Not only the cord, but the complete "LECTRO PAINT PEELER" is approved by Underwriters' Laboratories.
3. Precision milled and ground straight peeling edge which insures removal of all paint.
4. Patented metal insert keeps handle cool and prevents charring and loosening.
5. Welded cover to prevent loosening.
6. Very durable 8' Neoprene Jacketed Heater Cord that will not fray.
7. Long lasting high temperature heating element.

BE SAFE—SELL the QUALITY TOOL THAT IS UL APPROVED

FREE SELLING AIDS

Create Traffic — Help You Get Volume Sales

FREE AD MATS

Bring Customers
in to buy.

2 COLOR ENVELOPE

STUFFERS Create
store traffic.

2 COLOR COUNTER

CARDS Make shop-
pers STOP — LOOK
— and BUY!

A Powerful National Advertising Campaign Has Created Demand and Established a Proven Market for the Original "Lectro Paint Peeler".

- DEALER SUPPORT ADS APPEARING IN 31 NEWSPAPERS.
- CONSUMERS ADS APPEARING IN OVER 50 NATIONAL MAGAZINES.

ORDER NOW from your Jobber or Save time and MAIL COUPON TODAY for direct shipment. We'll bill you through your jobber.

LECTRO WELD, INC.
Dept. HA-10, 2189 W. 26th St.
Cleveland 13, Ohio

Please rush the following:

..... "LECTRO PAINT PEELER", Deluxe model 3, \$4.95
 "LECTRO PAINT PEELER", Standard model 2, \$3.95
 Not UL approved Less 33-1/3%

Dealer.....
 Address.....
 City..... Zone..... State.....
 Bill Through My Jobber
 Jobber.....
 Address.....
 City..... Zone..... State.....
 Terms: 2/10 net 30 days
 Freight: prepaid 100 lbs. or more. (7 doz. to 100 lbs.)
 At no charge, a counter display card, a 12" x 36" window streamer, and supply of stuffers will be included with orders for "LECTRO PAINT PEELERS".

PERSONAL SERVICE SELLS *Fulton* TARPS FOR YOU!



WITH EACH FULTON TARP there is a card enclosed inviting the customer to send for stencil name plate and ink to mark his tarp and other personal property he wishes to identify and protect. This personal service feature has wide sales appeal to farmers, contractors, builders and the many other users of tarpaulins. Having the owner's name on a tarp is protection against loss or theft. The customer orders his own stencil — no details or bother to you. It's an automatic plan that boosts your Fulton tarp sales — because one customer tells another about the "Triple Strength Tarp with your name on it." Put this personal service feature to work for you — a card or letter will bring full details.

FULTON BAG & COTTON MILLS

Name _____
Address or P.O. _____
City _____ State _____
Send a dollar when you buy your first tarp.

**YOUR NAME
ADDRESS**

Fulton BAG & COTTON MILLS

Atlanta • St. Louis • Dallas • Minneapolis • New York
Kansas City, Kan. • Denver, Colo. • Los Angeles, Calif.

A FAST SELLER LUBRIPLATE

The
WHITE
Waterproof
Lubricant
in tubes!



Every customer who comes in your store has a use for Lubriplate! ... It's the best made for guns, fishing reels, outboard motor gears ... innumerable household uses ... It's attractively packaged in counter display cartons.

Now! In 3 Sizes!

- "A" Tube— $\frac{1}{4}$ x $3\frac{1}{2}$ inches, for hunters and fishermen. 3 dozen to a counter display carton.
- "B" Tube—1 x 6 inches, for general household and sporting uses. 1 dozen to a counter display.
- "C" Tube—Large economy size, for outboard motors and all other uses. Individually boxed. Display easel on request.

Jobbers Inquiries Invited! Dealers send for name of nearest jobber!

LUBRIPLATE DIVISION

Fiske Brothers Refining Co.—129 Lockwood Street, Newark 5, N. J.

Nationally Advertised

Our new campaign is reaching over 9,000,000 prospective customers this year in Saturday Evening Post, Field & Stream, and Motor Boating.

**YOUR CUSTOMERS ARE
WATER CONSCIOUS**
FOR A FAST PROFIT, DISPLAY

O'Malley

FAUCET REPAIR SETS
STOP FAUCET DRIP QUICK—EASY!



• **NATIONALLY ADVERTISED** in the SATURDAY EVENING POST, GOOD HOUSEKEEPING & other publications.

Every O'MALLEY Faucet Repair Set carries the GOOD HOUSEKEEPING guarantee seal—including the O'Malley Repair PARTS CARD (39¢), the O'Malley No. 3 DRIP STOPPER SET (79¢), the O'Malley ALL-PURPOSE FAMILY SET—both drip-stopper and nu-seater tools and parts—(\$2.95 retail) ... A set for every purse!

ASK FOR CATALOG FOLDER



EDW. O'MALLEY VALVE CO.

11948-50 S. HALSTED ST.

CHICAGO 28



Now's the time to push profitable Fiberglas **DUST-STOP** Air Filters

... to get your share of the furnace filter replacement business ... to cash in on a timely, profitable item.

It's easy. Just set up the new "Change 'em Now" display and window streamers. Point of sale reminders for the homeowner that it's time to replace dirty furnace filters with new Fiberglas DUST-STOP* Air Filters. Post cards and folders are available, too ... tying your store directly to the strong DUST-STOP

national advertising now appearing in leading consumer publications.

If you haven't received your Fiberglas DUST-STOP Filter promotion kit by now, call your wholesaler today. Use this material. You'll find it pays to display and sell DUST-STOP—the *profitable* furnace filter that's backed by years of national advertising.

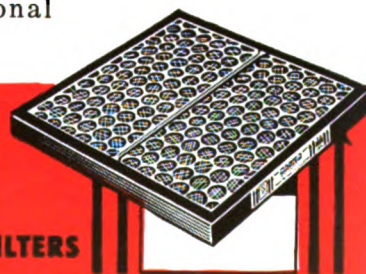


FIBERGLAS®

DUST-STOP*

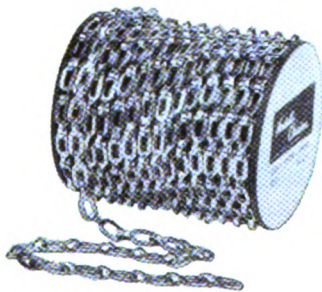
REG. U. S. PAT. OFF.

AIR FILTERS



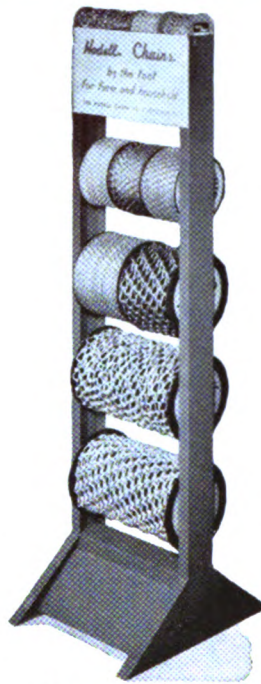
*DUST-STOP is the trade-mark of Owens-Corning Fiberglas Corporation for Impingement-type air filters made of glass fibers. FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with glass fibers.

HOW *Hodell* HELPS YOU SELL MORE CHAIN



COUNTER DISPLAY

An assortment of the four fastest selling patterns of popular small chain—spooled for easy handling. Each spool contains 50 ft. of chain. Four spools, packed in attractive display carton illustrated.



CHAINVENDER

An attractive, compact, chain department in just two square feet of floor space. Choose from six different chain assortments tailored to meet consumer preference in different areas of the country. Dimensions: 54" high, 18" deep, 15" wide.



DOG CHAIN DISPLAY

Attractive 2-color metal display hanger, furnished complete with 12-chain assortment. Popular "Bulldog" pattern in leash or dog chain styles, with a choice of several assortments. Available in bright or nickel-plated finishes.



THE "FOUR LITTLE DRUMS"

The four most popular sizes of electric welded-proof coil chain neatly packed in fibre drums—for easy handling, attractive display and convenience in reshipping. Drums contain 50 and 100 ft. continuous lengths, including the following sizes: $\frac{1}{16}$, $\frac{1}{8}$, $\frac{3}{16}$ and $\frac{1}{4}$ inch.

HODELL CHAIN COMPANY

Established 1886 • CLEVELAND 3, OHIO

A division of — THE NATIONAL SCREW & MANUFACTURING COMPANY

**YOUR HODELL
SALESMAN**

... will give you full information on the complete Hodell line ... or write us direct.

"WORK★SAVING is my big story about LUMITE"



says **MARIO CINI**

*of Cini Four Corners Hardware,
pioneer Lumite screen cloth dealer of
Staten Island, N. Y.*

"Lumite saran screen cloth has more selling points per square foot than any other quality screening I stock . . . yet it costs less and is far easier to handle.

"But the story that rings the bell with my customers—is the work-saving story. Tell a customer that Lumite is rustproof, stainproof and never needs protective painting. Promise him freedom from stained sills and sidewalls . . . from troublesome cleaning and storage—and he'll buy. I know, because it's worked for me time after time."

★ Biggest Story in Screening!

Most convincing . . . sales making . . . profit-making story ever told—and these are the facts that sell!

LUMITE IS RUSTPROOF!

That's why it's Stainproof, Long-lasting,
never needs protective painting.

*Registered Trade-mark



**Tell the story
and watch
it sell!**

LUMITE

SARAN SCREEN CLOTH



Stock up now for '51 sales
... Lumite is distributed
through hardware, lumber
and building supply whole-
salers. For FREE sample and
further information write . . .



Install the "BIG 4"

BARN DOOR HANGER

on the spot
where the
traffic is
heaviest—and
you'll see fast action!

The door lift that
never lets you down

National



"BIG 4" HANGER

"Big 4" Hangers are like the legendary Paul Bunyan when it comes to feats of great strength and stamina. Hangers are rugged and stoutly built with a heavy embossed hood enclosing the steel roller-bearing wheels. A specially designed braced rail provides an even perfect tread for the swift gliding hanger wheels — friction and wear are held to an absolute minimum. No complicated parts to get out of order.

Your trade will appreciate the many fine features of the Big 4 aside from its unusual strength. Doors are held rigid yet under excessive pressure a flexible feature comes into play. The advanced design of this hanger includes a device that will absolutely prevent the Hanger from jumping the track.



"BRACED"
RAIL

National MANUFACTURING COMPANY · Sterling, Illinois

EASIER CUTTING

MAKES

More Profit

L-O-F Window Glass is easier to cut—and that's no idle boast. Dealer after dealer tells us that statement is true and proved by his own experience.

Think what that means to you! Less waste in cutting glass can have only one result: *more profit*. Better cut yourself in on this easy way to make more money.

Here's how to do it. First, call your nearest L-O-F distributor and get his advice on what sizes

and quantities to stock. Then, fill out the handy coupon below, to get valuable information on the proper methods of cutting glass to avoid unnecessary waste. That's all there is to it. Help yourself to a bigger share of 1950 window glass profit with easier-cutting, easier-selling L-O-F Window Glass—the kind with the famous nationally advertised trade-mark. Libbey-Owens-Ford Glass Company, 14105 Nicholas Building, Toledo 3, Ohio.



LIBBEY • OWENS • FORD

a Great Name in **GLASS**

Free!

Write
for this
profit-building
book today.



LIBBEY-OWENS-FORD GLASS CO., 14105 Nicholas Building, Toledo 3, Ohio

Please send my copy of "For Greater Window Glass Profits".

COMPANY NAME _____ (Please Print)

STREET ADDRESS _____

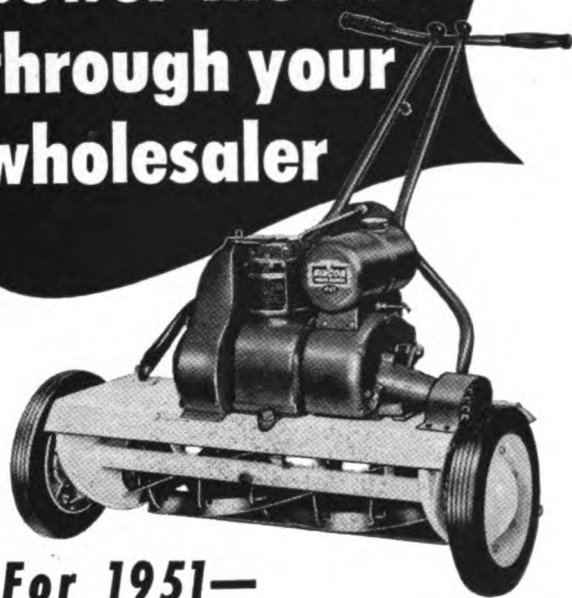
CITY _____ POSTAL ZONE _____ STATE _____

YOUR GLASS DISTRIBUTOR _____

REQUESTED BY _____



**NOW you can
get *PINCOR*
power mowers
through your
wholesaler**



**For 1951—
6 sensational PINCORS
from \$79⁹⁵ to \$199⁵⁰!**

A \$79.95 leader in the Pincor line! The greatest number of exclusive features in the industry to make Pincor the most competitive, easiest to sell power mower!

The demand for Pincor was so great during the 1950 season that our field forces could not keep up with it—so, for 1951 we are franchising the top wholesalers in your area to give you the best service possible even on your smallest requirements.

Along with the biggest national advertising campaign in Pincor history, we offer you a complete program of dealer "co-op" advertising—to bring Pincor customers to you.

See your wholesaler now. Look at the Pincor line. Ask for the details on "co-op" advertising.

PINCOR PRODUCTS

**Manufactured by Pioneer Gen-E-Motor Corporation
5841 West Dickens Avenue • Chicago 39, Illinois
POWER LAWN MOWERS • HAND LAWN MOWERS • ELECTRIC TRIMMERS
GASOLINE ENGINES • ELECTRIC GENERATING PLANTS • GENERATORS
BATTERY CHARGERS**

Mail the
coupon now
for complete
information

**Pioneer Gen-E-Motor Corp., Dept. HA 1019
5841 West Dickens, Chicago, Ill.**

Without obligation, tell me more about Pincor's great power mower line for 1951.

Name.....Title.....

Company.....

Street and Number.....

City.....State.....

THIS UNEXCELLED SHALLOW WELL JET

**IS ONE OF THE COMPLETE LINE
OF PEERLESS WATER SYSTEMS**

Exterior view of Peerless
Model SW Shallow Well
Jet Pump and Tank.



The Self-Priming Jet

FOR SHALLOW WELL WATER SYSTEMS

The Peerless self-priming jet system for shallow wells is unsurpassed for economy, performance and simplicity. Easiest of all water systems to understand, install and operate. Finest mechanical design; nothing in the well to get out of order. It is priced right, it is backed up by national advertising and merchandising and offers adequate profits. There's a big market for water systems. Cash in on it with the Peerless shallow well jet and other pumps in the complete Peerless line.

Write today for full details.

CAPACITIES:
Up to 850 gals.
per hour

LIFTS:
Up to 20 feet

PRESSURES:
To 50 lbs. or more

DRIVES:
1/4 to 1/2 h.p.

PEERLESS PUMP DIVISION

FOOD MACHINERY AND CHEMICAL CORPORATION

Factories: Los Angeles, California • Indianapolis, Indiana
Offices: New York; Atlanta; Dallas; Fresno; Los Angeles;
Chicago; St. Louis; Phoenix; Plainview, Lubbock, Texas.



FILL ALL YOUR CUSTOMERS' NEEDS WITH

PEERLESS

WATER SYSTEMS
THE COMPLETE LINE

Here's why it pays to be an American Fence dealer

Customers buy **American**
again and again



Emerson Marting, Washington Court House, Ohio, is a well-known breeder of registered Hereford beef cattle. He says, "Our pastures are the show windows of our farm. That's why I use good-looking American Fence."

Mr. Marting has purchased American Fence again and again for his 700-acre farm. Recently he installed 350 rods around one of his best pastures. He likes American Fence because it saves him a lot of time and hard work. It stays tight and looks new for many years . . . but best of all it sets off his cattle to advantage.

The local dealer handling American Fence has one of the finest hardware stores in the state . . . and it is good customers like this that keep his business prosperous.

This year there is more promotion behind American Fence and Wire Products than ever before—and more farmers are buying. Write for the name of the American Fence distributor in your area.

AMERICAN STEEL & WIRE COMPANY, GENERAL OFFICES: CLEVELAND, OHIO
TENNESSEE COAL, IRON & RAILROAD COMPANY, BIRMINGHAM

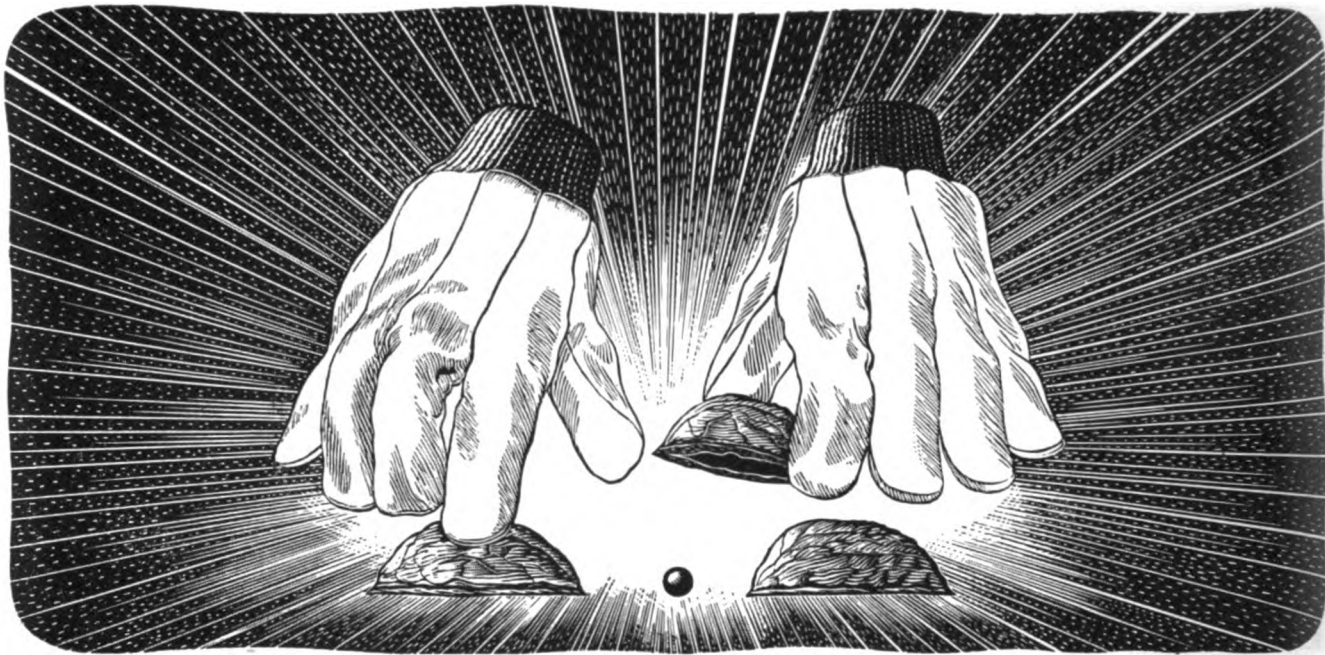
COLUMBIA STEEL COMPANY, SAN FRANCISCO
UNITED STATES STEEL EXPORT COMPANY, NEW YORK



There's more AMERICAN FENCE in use than any other brand.

AMERICAN FENCE

UNITED STATES STEEL

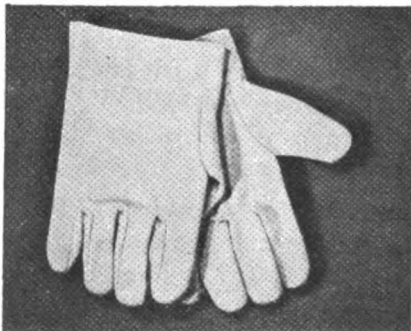


don't gamble with gloves



SEAL BROWN JERSEY GLOVES

Big, thick, fleeced inside. Most economical for warmth and long wear. All popular weights. Sizes for men, women and boys.



REVERSIBLE GLOVES

Made to be switched from one hand to the other, giving almost double wear. White cotton flannel in all popular weights . . . band top, knit wrist or gauntlet cuff. Sizes for men, women and boys.

The odds are against you—every time—when you gamble on unknown, unproved work gloves. But if you're looking for a sure thing—a work glove whose superiority, endurance, fitness for the job have been proven time and again—then pick Riegel. Because Riegel gloves (and no other brand) are manufactured from raw cotton to finished glove . . . in the same plant . . . by the same company. And we check on their quality every inch of the way!

WRITE FOR OUR NEW CATALOG. You'll find it brim-full of styles to pick from—over 130 of them. And when you choose, remember: with Riegel Work Gloves, you never gamble on quality!

RIEDEL TEXTILE CORP., 342 Madison Ave., New York 17, N. Y.

Riegel

WORK GLOVES

Again DOBBINS

Helps You Sell More Sprayers and Dusters with the **NEW**

PROFIT-MAKER MERCHANDISING PROGRAM



Here's a hard-hitting sprayer and duster merchandising program that is packed with **SALES-POWER** and **GREATER PROFITS** FOR YOU.

Be sure to secure a new **FREE "Profit-Maker" Merchandiser No. 1000** for your store. Just like another salesman working for you, it will sell more DOBBINS sprayers and dusters.

Yes, you can make your garden equipment **PROFITS GROW...**

- **RIGHT IN YOUR WINDOWS**
- **RIGHT ON YOUR COUNTERS, AND**
- **RIGHT ON YOUR FLOOR . . . WHEN,**

you display your DOBBINS sprayers and dusters with other lawn and gardening equipment around the No. 1000 "Profit-Maker" Merchandiser.

HOW TO GET YOUR FREE "PROFIT-MAKER" MERCHANDISER

Your jobber's salesman will be calling on you soon with the DOBBINS Special Merchandising Offer which will qualify you for a **FREE "Profit Maker" Merchandiser**.

NOW IS THE TIME TO PREPARE FOR . . . GREATER SALES AND PROFITS NEXT YEAR on . . .

- **DOBBINS Compressed Air Sprayers**
- **DOBBINS Hand Sprayers and Dusters, and**
- **DOBBINS Power Sprayers**

This Attractive "Profit-Maker" Merchandiser No. 1000 is:

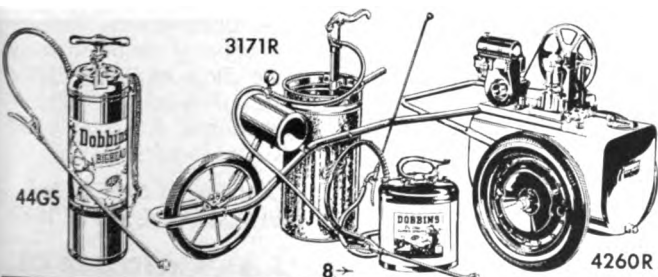
- Lithographed in three colors and varnished.
- 26 inches wide and 35 inches high.
- Sturdily constructed from heavy weight paper board with large 24 inch easel and reinforcing "turnbacks" at top and bottom.



The "Profit-Maker" Merchandiser No. 1000
At Work as a Window Display



The "Profit-Maker" Merchandiser No. 1000
At Work as a Counter Display



**DOBBINS MANUFACTURING CO.
ELKHART INDIANA**

SEE YOUR JOBBER'S SALESMAN OR MAIL THIS COUPON TODAY

DOBBINS MANUFACTURING CO.,
718 W. Beardsley Ave., Elkhart, Indiana

Gentlemen:

I am interested in the New Dobbins "Profit-Maker" Merchandising Offer. Please have a jobber's salesman call:

Name _____

Address _____

City _____ State _____

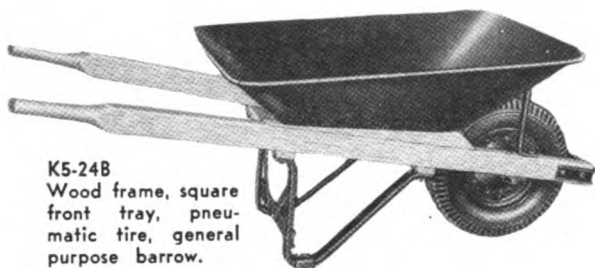
Jobber's Name _____

Do you supply

- ☆ The Hardware Field
- ☆ The Industrial Field?



is TOPS in BOTH!



K5-24B
Wood frame, square front tray, pneumatic tire, general purpose barrow.

The JACKMANCO line offers you the best single source of supply for both your Hardware and Industrial accounts because:

1. The line is extensive. It includes every type of barrow you will need.
2. The line is a leader. It has enjoyed a fine reputation for 74 years and the name cuts down sales resistance.
3. Every item is quality made. This eliminates customer complaints and helps you get repeat orders.
4. Every item is competitively priced—and your customer gets more value for his dollars.

You can help yourself to greater business success when you capitalize on JACKMANCO products.



Jax 275
All steel, square front tray. For home and garden.

"Superior Products Since 1876"

JACKSON MANUFACTURING CO.
HARRISBURG • PENNSYLVANIA

Presenting the new COLDWELL-PHILADELPHIA power mowers for 1951



COLDWELL 18" BEAR also available as **PHILADELPHIA** **18" FAIRLAWN**

Top quality, fast cutting, self-propelled mowers powered by dependable 1.1 h.p. 4-cycle engines. Ball-bearing mounted reels with 5 blades of Disston tempered tool steel. Semi-pneumatic rubber tires. Tubular steel handle with fingertip controls for speed and traction. Adjustable cutting height from $\frac{3}{16}$ " to 2". Perfect for average-sized lawns.



PHILADELPHIA 21" FAIRLAWN also available as **COLDWELL 21" BEAR**

Dollar for dollar the finest power mower value we've offered in construction... dependability... performance. Husky 1.6 h.p. 4-cycle engine. Ball-bearing mounted reel with 5 blades of Disston tempered tool steel. Extra wide $2\frac{1}{4}$ " rubber tires. Tubular steel handle. 3-section maple roller. Fingertip controls. Mows heavy grass with ease and precision.



COLDWELL 18" WHIRLTRIM also available as **PHILADELPHIA** **18" WHIRLAWN**

A fine rotary-scythe mower that cuts weeds and rough growth or grooms smooth lawns with equal ease and speed! Trims close to walls, trees, obstructions. Suction-lift action of single spinning blade chops clippings to fine mulch. Powerful 1.6 h.p. 4-cycle engine. Rugged pressed steel construction.

COLDWELL SINCE 1867
PHILADELPHIA SINCE 1869

COLDWELL-PHILADELPHIA LAWMOWER CO.
DIVISION OF
TORO MANUFACTURING CORP.
3002 SNELLING AVENUE, MINNEAPOLIS 6, MINNESOTA

This year
as before...
ALL EYES ON...



★ Again Wheeling is using a power-packed advertising campaign to bring you more sales and more profits. Ads in This Week and Parade ... messages in Pathfinder and other magazines are making your customers Wheeling-conscious. Here's your chance to tie in ... advertise ... display ... *and sell!*

ASH CAN—economical,
built to "take it."





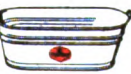







SPRINKLING CAN—good-
looking, long-lasting.



SQUARE TUB—sturdy, convenient
...originated by Wheeling.



- | | | | | | | | | | |
|--|---|---|---|---|---|--|---|---|---|
|  |  |  |  |  |  |  |  |  |  |
| RUBBISH
BURNERS | GARBAGE
CANS | MOP
BUCKETS | UTILITY
PANS | DUB-L-TUBS | DRAINATUBS | TWIN-PAIS | COAL HODS | ASH CANS | PAIS |

WHEELING CORRUGATING COMPANY • WHEELING, W. VA.

ATLANTA BOSTON BUFFALO CHICAGO COLUMBUS DETROIT KANSAS CITY LOUISVILLE
MINNEAPOLIS NEW ORLEANS NEW YORK PHILADELPHIA RICHMOND ST. LOUIS

It's Still True!

Arvin

**DISPLAYS and
40% DISCOUNT**
are yours without placing
a trainload order!.....



Meet Arvin Annie, Star Salesman

Arvin Annie is the new identifying symbol for Arvin Electric Housewares. Cute as a button and fresh as paint, she gets attention wherever she goes. Annie is being introduced to millions of housewives in a smashing color page in the October issue of Ladies' Home Journal.

The Arvin Annie display of seven pieces

including a big colorful window streamer is free and prepaid to registered Arvin dealers. If you haven't received yours, mail the coupon below, and put your Arvin Annie display in your windows and on your counters now. Identify your store with the powerful Journal advertisement and get extra volume, extra sales and extra profits.

Electric Housewares Division
ARVIN INDUSTRIES, Inc., Columbus, Indiana

HA

Gentlemen: I'm an authorized Arvin dealer selling the following Arvin products

Please rush me a complete Arvin Annie display for my windows and counters.

Name

Store Name

Street Address City Zone State



Arvin Annie

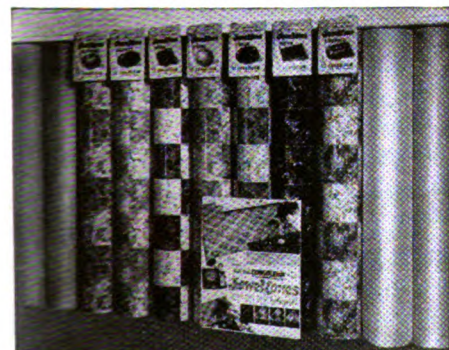


DAVE GARROWAY demonstrates how easy it is to lay Jeweltone on "Garroway at Large," Congoleum-Nairn's top-rated TV variety show

... largest in the whole home furnishing field and carried every week by 50 stations coast-to-coast!



NO WONDER JEWELTONES are sure-fire sellers! This installation shows how Jeweltone's exciting, textured effect easily brings new fashion sparkle to any room. Easy to sell, the famous Gold Seal means satisfaction guaranteed!



JEWELTONE'S rich-textured pattern comes by-the-yard in 7 shimmering colors (garnet, sapphire, pearl, emerald, topaz, onyx, ruby) in 2, 3, and 4 yard widths. Make sure you have all "lucky 7" in stock to show the wide variety and possibilities for Jeweltone rooms. Order now!

How "Garroway at Large" Sells CONGOLEUM "JEWELTONES" FOR YOU!

Every week there's a real salesman going into the homes of millions of prospects for Gold Seal Congoleum, Nairn Linoleum and Congowall. Yes, Dave Garroway, likable M.C. of Congoleum-Nairn's great TV program, "Garroway at Large," blankets television markets from coast-to-coast over 50 stations.

Amiable and easy-going, Dave's a great salesman, too. People listen and are convinced when he talks in his informal, believable way about the Congoleum-Nairn products you carry—Gold Seal Congoleum, Nairn Linoleum and Congowall.

Your part is easy! Just let folks know that you're headquarters in your com-

munity for these TV-advertised products. For example: display prominently the famous Gold Seal trademark . . . feature all 7 "Jeweltone" patterns in your window and grouped together on your floor . . . use the FREE display material, it's yours for the asking to promote "Jeweltones."

Cash in on "Jeweltone's" fashion appeal with free ad-mats for your newspaper advertising. Identify your store as Floor Fashion headquarters for "Jeweltones." Get your share of the profitable plus business created by the home furnishing industry's most potent TV advertising — Congoleum-Nairn's "Garroway at Large"!



© 1950, Congoleum-Nairn Inc. "Congoleum," "Nairn" and "Congowall" are registered trademarks of Congoleum-Nairn Inc.

CONGOLEUM-NAIRN INC.
KEARNY, NEW JERSEY

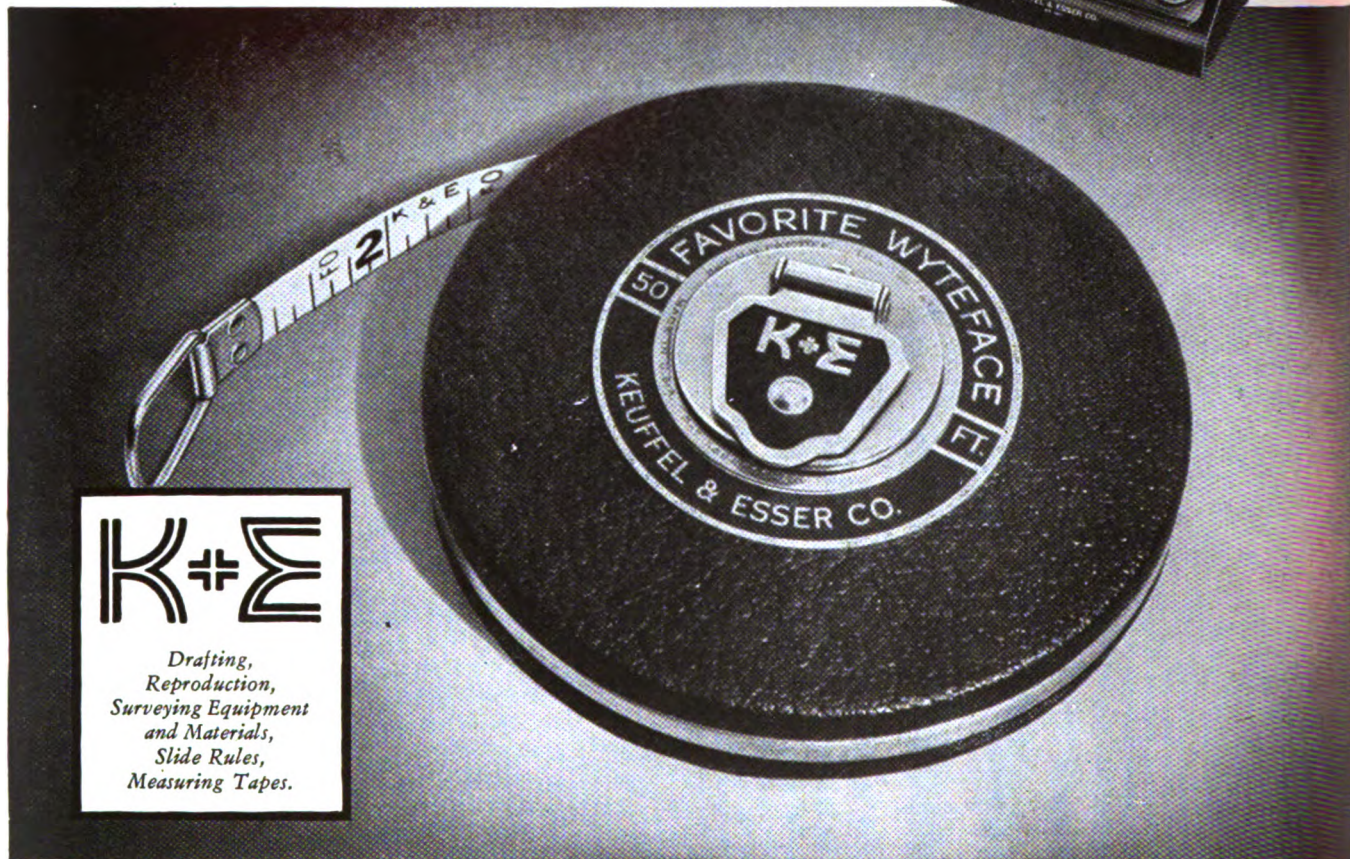
Makers of guaranteed floor and wall coverings • Nairn Linoleum • Nairn Asphalt Tile • Nairn Self-Polishing Wax • Congoleum • Congowall

The Famous WYTEFACE Steel Tapes

plus an eye-catching

Counter Display Unit

are creating hardware-profit NEWS!



WYTEFACE* Steel Tapes are famous among hardware dealers for their obvious superiority . . . for the way exacting customers demand them.

WYTEFACE Steel Tapes are easier to read in any light with their black markings on white background. The white surface will not crack, chip or peel.

**But K&E Does Even More
To Help Build Your Profits!**

You can sell WYTEFACE with one of the most merchandising-minded metal counter displays in the business. It dramatically sells WYTEFACE Tapes . . .

saves you inventory space . . . makes your counter work easier. For instance . . .

1. Your customers see the actual easy-to-read, black-on-white tapes.
2. The glass front protects the tapes from handling and loss.
3. Stock is held in the roomy back compartment.
4. Sales features printed on the back help clerks.

Next time you order WYTEFACE Steel Tapes and Tape Rules and Refills, ask your jobber for one of the two assortments which come packed in this handsome display. You'll sell more much faster.

**Trade Mark. Wyteface Steel Tapes are protected by U.S. Patent 2,089,209.*

KEUFFEL & ESSER CO.

EST. 1867

NEW YORK • HOBOKEN, N. J. • CHICAGO • ST. LOUIS • DETROIT • SAN FRANCISCO • LOS ANGELES • MONTREAL

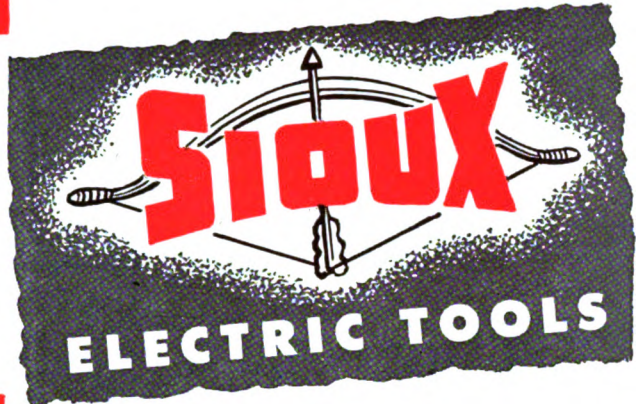
Here's Good News!

NOW available to
the public through you...
the famous SIOUX Quality Tools



No. 1822 - 1/4" DRILL TOOL SET
for Drilling, Grinding, Wire
Brushing, Cleaning, etc. Set
includes 1/4" Drill, Pistol Grip;
Horizontal Stand; 1/4" Arbor
Shank; 4" Wire Brush; 3"
Grinding Wheel; 3" Cloth
Buffer; Tube of Polishing Com-
pound; seven—1/16" to 1/4"
High Speed Drills for Steel;
two—Drill Bits 3/8" and 1/2"
for Wood; Metal Box for Kit.

List only **\$38.55**



No. 1885 - 1/4" ELECTRIC DRILL

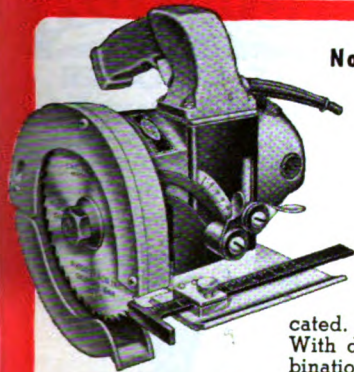
Light—flexible—easy to use on
any drilling job within its range.
Pistol grip and Hex key chuck.
Capacity: Steel up to 1/4"; Hard-
wood 1/2". Universal Motor, A.C.
—D.C. 115 Volt. R.P.M. no load
2250, full load 1350. Length overall 7 3/4". Net
weight 3 1/4 lbs.

List Price only **\$19.95**



For over 36 years SIOUX Quality Electric
Tools have been available only to Automotive,
Aviation and Industrial Plants and their after-
market service stations. NOW the same quali-
ty is available in RURAL-CRAFT, for Home
Owners, Craftsmen, Farmers and Small Shops
(but only through Retail Sources).

SIOUX reputation built by 36 years of pro-
duction of Quality Tools—is yours to cash in
on, because tool minded people know and
appreciate the value they get in SIOUX.
Shown are only a few of the famous tools
SIOUX offers you and the public.



No. 1806 ELECTRIC HAND SAW

6"—capacity, 2"—a general
purpose saw for everybody
who likes to do things and for
carpenters and builders. True
one-hand operation. Ball and
Roller Bearing throughout.
Safety guard with spring re-
turn. Blower keeps line free
of sawdust. Universal Motor—
A.C.—D.C. 115 volt, 8 am-
peres. Permanently lubri-
cated. Safe, dependable, light, powerful.
With depth and bevel attachment, com-
bination blade and
wrench. List only **\$61.95**

ALSO: 1/2" Electric Drills; 1/4" and 1/2" Drill Stands. High Speed
Hole Saws. Additional Wire Wheel Brushes and Grinding Wheels.
6" and 7" Bench Grinder. Data on same sent upon request.

DEALERS: Contact your wholesaler NOW or write
us. Complete information on request. You can cash in BIG
on these versatile tools.



No. 1865 ELECTRIC POLISHER-SANDER-DRILL

A light-weight unit to eliminate tedious hand polish-
ing or sanding on woodwork, furniture, floors or
automobiles. Will polish or sand all kinds of surfaces.
Set includes Polisher-Sander; moulded Rubber Back-
ing Pad; 1/4" Chuck for drilling; 6" Wool Polishing
Pad; Can Polishing Wax. Three—5" Sanding Discs,
fine, medium, coarse.

List only **\$29.25**

**SEE OUR ADS in SATURDAY EVENING POST — October 28,
November 18 and December 9 — They will create business for you.**

**STANDARD THE
ALBERTSON & CO., INC.**



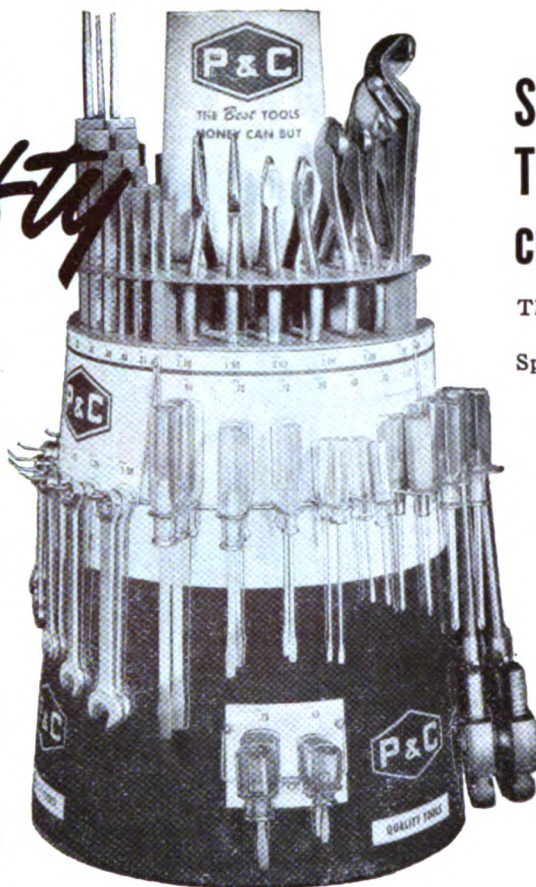
**WORLD OVER
SIOUX CITY, IOWA, U. S. A.**

P & C's NEW

Thrifty 50

puts Magic in Your
Tool Sales!

P & C Hand Forged
Tool Company
Portland 22, Oregon
Cable Address: PANDCTOOL



Sell more tools FASTER when Thrifty-50 reminds your customers of tools they need

Thrifty-50 is the closest thing to magic for sparking tool sales you have seen yet.

Spot Thrifty-50 in your highest-traffic, highest-profit counter location. Watch its flashing beacon attract attention. See customers instinctively reach for the P&C tools they need. The tools on Thrifty-50 are the tools that sell—FAST.

Here's the ideal combination hardware dealers want... FAST TURNOVER on a mighty LOW INVENTORY. Ask your P&C distributor salesman to show you Thrifty-50. Or write today for information on Thrifty-50 to make more money on a smaller tool stock.

- ◆ Tool locations shadow marked. Prices, tool numbers save time and work for sales clerks.
- ◆ Make more profit per sq. ft. T-50 takes only 18-in. diameter space.
- ◆ Three attractive colors set off the tools to best advantage on this beautiful new revolving salesman. It sells for only \$7.25, complete with flashing, illuminated beacon.
- ◆ Total tool cost to dealers with two each of the 50 most popular P&C tools, is only \$66.62.

Packaged

FOR THE JOBBING TRADE

STEEL
Stanho
PRODUCTS

TAPER PINS

"Stanho" Taper Pins are milled from selected screw stock. Recently added to the "Stanho" line are Centerless Ground Taper Pins—precision made with a total diameter tolerance of .0005—these are the finest obtainable.

STANDARD
HORSE NAIL CORP.
Since 1872
NEW BRIGHTON, PA.

NEW "CHIEF"

1/4"-2" PIPE & BOLT THREADER
Chucking—Automatic!

**THE ONLY AUTOMATIC
CHUCKING MACHINE**

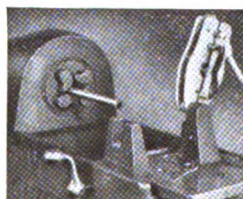


Illustration shows front jaws, (cover-removed) in action gripping and centering 1/2" pipe. A simple pull of the switch and the positive, unfailing automatic chucks go to work.

This one sensational time-proven feature alone makes the "Chief" an absolute MUST. Time saved on the chucking alone established Quijada as the fastest of them all. And—not only is it the fastest, but the simplest in operation and the easiest to handle.

Figures don't lie:
2" pipe chucked,
threaded, reamed,
cut-off and un-
chucked in just 26
seconds.



QUIJADA TOOL COMPANY, INC.
5474-76 Alhambra Avenue
Los Angeles 32, California

**Sold Only
Through Jobbers**

ALLWAY SUPER SAW

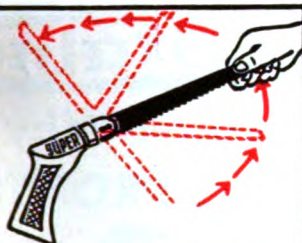


CHECK THESE Exclusive ALLWAY FEATURES

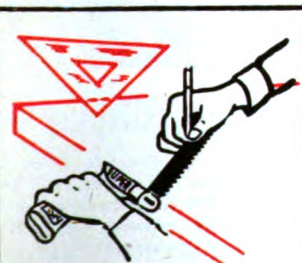
1. Scientifically Designed Pistol Grip Handle
2. Blade sets in Any Angle or Plane
3. Positive Lock with Flick of Finger
4. Cuts Metal, Wood, Plastic, Bone, etc.
5. Display Card Mounted



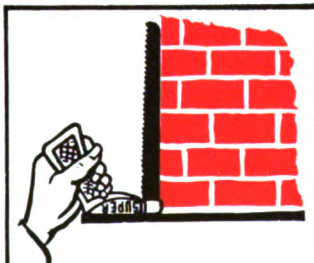
Half turn on lock, allows blade to be rotated and locked in any plane.



Full turn on positive lock, allows blade to pivot and lock on 45° steps covering 180°.



Used as mitre rule edge. Mark and cut.



Used as mitre square. Check and cut.

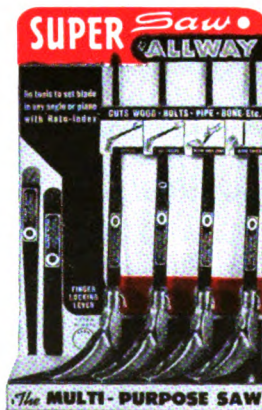
COMPARE the ALLWAY SUPER SAW with any other saw of this type!

1. Comfortable Pistol Grip, the combined result of over 400 grip tests.
2. Roto-Index Chuck...no tools needed to set the blade in any angle or plane.
3. Simple Finger Flick Lock...lock or unlock blade with just half a turn of this exclusive Finger Lock Lever. No thumb screw or bolts to set.
4. Cuts almost anything...anywhere...Wood, Nails, Bone, Metal, Plastics, etc. For tough jobs in hard to get at places.
5. Packed on 3 color disposable display card for more sales. Use it and throw it away.

Sell the ALLWAY SUPER...another member of the ALLWAY TOOL family which includes the famous ALLWAY HANDY and ALLWAY MASTER saws.

Sales Builder
Three Color
Disposable
Display
Free

Packed in Individual
Shipping Carton



ALLWAY MANUFACTURING CO.

2061 BRONX STREET • BRONX 60, N. Y.

Sales Representatives

JOHN H. GRAHAM & CO., INC.
105 DUANE ST. • NEW YORK 8, N. Y.

Sell Pumps—Pumps Sell!

by R. C. Broyles

Sales Promotion Department, Goulds Pumps Inc.

Sometime ago, one of our dealers wrote us, saying, "I stock 1001 different kinds of merchandise in my store. But I'd like to say this about your pumps—they do more related *selling* than anything I've ever handled. Every pump sale hands me a red-hot prospect for merchandise worth many times the value of the pump."

EXTENSIVE SURVEY

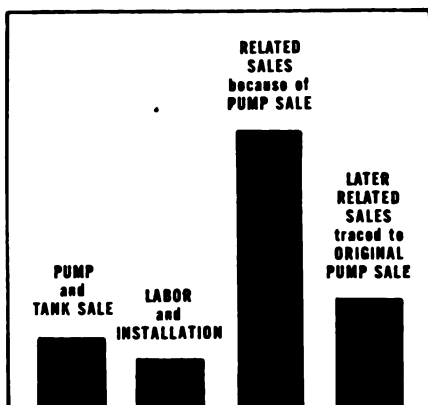
A year or so ago, we became curious. We decided to find out just how important a factor this profit from related sales is. We surveyed dealers from Maine to Oregon, from Illinois to Texas—large dealers and small dealers, in big cities and small towns. We asked them, "Just how much, in the sale of related items, does the sale of a Goulds unit mean to you?"

RESULTS SURPRISED EVERYONE

We had a hunch that our results would be impressive—but frankly, even we were amazed at the final score!

When we tabulated the reports accumulated in one full year's research, we found that *the related volume following a pump sale averaged 624% of the retail price of the pump!*

Graphically, here is the way our average pump-and-follow-up-sales were broken down:



We concluded that our dealer was right, and typical, when he said,

"Your pumps do more *selling* than anything I've ever handled." We're happy to pass these statistics along to all dealers, for consideration.

THEY DON'T SELL THEMSELVES

Pumps themselves have to be sold. They're not *hard* to sell—the profit and convenience of running water is *plenty* to talk about—but you must *sell* pumps. We've noticed farms with television sets—and no modern plumbing.

But—*no other type of selling pays bigger dividends!* Pump profits themselves are worth while—and when your related sales average more than 600%, you'll agree that

all pump-selling time is well spent.

THE GOULDS LINE

Our dealers reported that the Goulds line, the complete line, is the most profitable line... that the dependability of Goulds pumps makes these "plus" profits possible. There's a pump for every requirement, and superior features and outstanding performance bind customers to the Goulds store for merchandise that has *nothing to do* with running water.

Goulds selling aids are especially designed to make your pump promotions easier, cheaper and more profitable. Why not write our Sales Promotion Dept., Seneca Falls, N.Y., for details?

The
Pump
Sale
Is
ONLY
THE
BEGINNING!



GOULDS WATER SYSTEMS
102ND YEAR
FOR EVERY FARM AND HOME NEED

(Advertisement)

Gates

GARDEN HOSE
for
1951

The *HOSE* that *DISPLAYS* *Itself..and Sells Itself* Anywhere in Your Store

Gates Hose is Packaged with attractive sales disks like these—making each coil of hose self-displaying and self-selling.

These disks come to you without charge...tied securely in the center of every coil of Gates Hose except Greenlawn and Ripple. (See preceding page)



displayed on a
show case
or on a counter



on the floor— against shelves

In your window—
a smash display
that sells hose

*Right Out
on the
Sidewalk
with Gates
MOBILE
MERCHANDISER*

*Rolls
Like
a
Dolly!*



...and a **MERCHANDISER** that **ROLLS**

RE-DESIGNED! Top arms now will stock and display three 50' lengths. And bottom section will stock over nine 50' or 25' coils. This means you can display over 550' of garden hose without taking any more floor space than a single coil. **And now you can select any coil of hose on this merchandiser without moving the rest of the stock.**

Rolls on wheels which enables you to move hose display to any part of your store—or out on the sidewalk during the selling season.

Has a tubular steel welded frame that is rigid—non-tipping, and protected by a lustrous all-weather enamel.

A Beautiful Piece of Store Furniture—Good for 20 Years of Service. Only \$5.00 from Your Gates Jobber.

These EXTRA Selling Features mean MORE Hose Sales for You

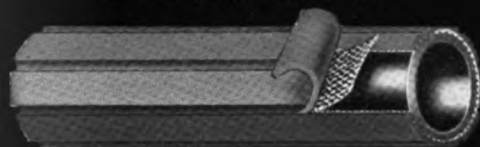
Gates

GARDEN HOSE

for
1951

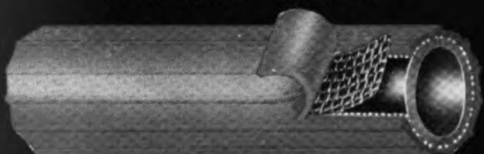
Gates Famous

GARDENETTE



Unconditionally Guaranteed for 15 years.

Gates PLASTI-CORD



Unconditionally Guaranteed for 10 years.

FIRST

...Exclusive Sales Getter.. Beyond all Competition

If ever there was a real, stand-out and *exclusive*, customer-winning garden hose—and at an attractive price too—it is Gates famous GARDENETTE. Built with Featherweight Nylon cords which weight for weight, are actually *stronger than steel*, GARDENETTE is 50% lighter yet 15% stronger than other fine quality garden hose.

- Inside tube is rot-proof. • Has Full-Flo $\frac{3}{8}$ " nickel plated couplings.
- Neoprene cover resists weathering and abrasion. • Color will not rub off.
- Packaged with an attractive sales disk that makes a fine display anywhere in your store. • A sure-fire producer of sales and attractive profits.

THEN

...Plasti-Cord... Combines all the Advantages of RUBBER and PLASTIC

A Reinforced Rubber Garden Hose with a Beautiful Plastic Cover. Comes in $\frac{3}{8}$ " or $\frac{1}{2}$ " diameter.

- Inside tube is seamless and rot-proof • Reinforced with a layer of tough rayon cords • Withstands many times ordinary water pressures • Has $\frac{3}{8}$ " solid brass nickel plated Full-Flo Couplings • Beautiful shining cover will not stiffen up on cold days • Resists oil, weather, and abrasion • Packaged with a bright sales disk that attracts customers—gives a complete sales story.

AND

a real customer-catching PRICE Leader

...Ripple... a One Braid Black Hose that you can price to attract any "shopper"—with the added chance of "trading-up" to a higher-priced hose with higher profit. Built for competitive attraction—and *built right*. Guaranteed against defective material and workmanship. A splendid "leader."



REG. U. S. PAT. OFF.

...and here are Still MORE Sales-winning PROFIT-MAKERS

Full-Flo Modernette

A Fine Quality Plastic Hose with a Full $\frac{1}{2}$ " diameter—Doesn't Choke Water Flow. • Has nickel plated Full-Flo Couplings crimped four times for a permanent connection • Withstands many times ordinary water pressures • Will not stiffen during cold weather • Color, either Red or Green, will not rub off • Resists oil, weather, and abrasion • Tied to a colorful sales disk.

Plasti-Ply

You can really "scoop" competition with this one. A laminated TWO-PLY Plastic Garden Hose—a "natural" for price-minded customers who are leaning toward plastic. • Holds solid brass Full-Flo Couplings permanently • Resists oil, abrasion, and weathering indefinitely • Color will not rub off • Flexible even in cold weather • Attention compelling sales disk sells Plasti-Ply for you.

Vulco

A Popular Priced DOUBLE BRAID Hose in $\frac{3}{8}$ " or $\frac{3}{4}$ " diameters. • TWO LAYERS of strong RAYON CORDS bonded together with tough rubber • Stands 15 times normal water pressures • Genuine red rubber cover • Solid brass Full-Flo Couplings • Packaged with display sales disk.

Trucord Green

A Colored $\frac{3}{8}$ " hose at a price your customers will like. • Rot resistant tube • Layer of rayon cords • Withstands many times ordinary water pressures • Cover resists weather and abrasion • Full-Flo Couplings are solid brass • Available in Red or Black at a lower price • Red is Unconditionally Guaranteed for 10 Years —Black for 5.

Greenlawn

• A Double Braid Professional Type Hose of Strict Premium Quality • Available in either $\frac{3}{8}$ ", $\frac{3}{4}$ " or 1" diameter.



IT'S
TOUGH

LONG
LASTING

NON-
STAINING

STRONG



For "Screen Time" profits . . . Feature the **NEW ALUMINUM WIRE SCREENING**

THAT'S BACKED BY COLOR ADS IN
BETTER HOMES & GARDENS,
AMERICAN HOME,
AND HOLLAND'S
REACHING OVER 6,400,000 READERS.
ADS THAT ARE TELLING YOUR CUSTOMERS
WHY ALUMINUM IS THEIR
BEST BUY IN SCREENING.

These Leading Manufacturers make Wire Screening of ALCOA ALCLAD ALUMINUM

American Wire Fabrics Corp.
Chase Brass & Copper Co.
Clinton Wire Cloth Company
Cyclone Fence Division
(American Steel & Wire Co.)
Hanover Wire Cloth Company
Heilig Bros. Company, Inc.
The C. O. Jelliff Manufacturing
Corp.
Keystone Wire Cloth Company

New York Wire Cloth Company
Pacific Wire Products Co., Inc.
Pennwoven, Inc.
Spargo Wire Company, Inc.
Standard Wire Cloth & Screen
Company
Reynolds Wire Company
Wickwire Brothers, Inc.
Woven Wire Fabrics Div.,
(John A. Roebling's Sons, Co.)



TIE-IN . . .
for your "Screen Time" profits
with these FREE Newspaper Mats,
Folders and Window Streamers.
For samples fill in this coupon
and mail it today.

Gentlemen:

Please send samples of your free promotional material to:

Name _____

Address _____

City _____ State _____

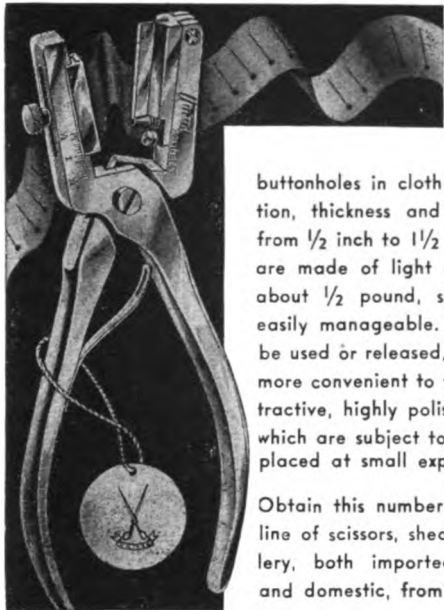
Be ready for "Screen Time" profits—order from Your Supplier NOW!



This tag identifies wire screening made of Alcoa Alclad Aluminum.
Look for it on the screening you buy. Your customers will.

NEW!

BUTTONHOLE PLIERS



An absolute necessity for tailors and dressmakers — handy for home sewing. Cut

buttonholes in cloth of any construction, thickness and weight, in sizes from 1/2 inch to 1 1/2 inches. The pliers are made of light metal and weigh about 1/2 pound, so that they are easily manageable. The spring may be used or released, whichever proves more convenient to the operator. Attractive, highly polished finish. Parts which are subject to wear can be replaced at small expense.

Obtain this number and a complete line of scissors, shears and other cutlery, both imported from Solingen and domestic, from:

UNITED CUTLERY & HARDWARE PRODUCTS CO.
108 EAST 16th STREET, NEW YORK 3, N. Y.

WONDER-WAND FOUNTAIN BRUSH



for A FAST CAR WASH & HOME UTILITY USE

sell WONDER WANDS FOR XMAS!

• Washes a car in 12 minutes! Washes Windows, Storm Doors, Porches, etc. Water Sprays through brush of fine grain hardwood head with special bristles. Four foot Aluminum Alloy Handle—Heat Treated Fittings. Light Weight—About one pound complete. Engineered for long life. No Soap—No Pails—No Cloths—No Waste!

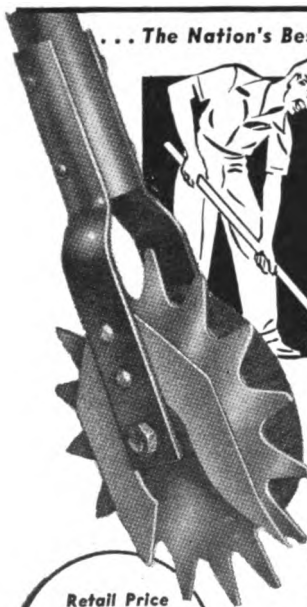
A XMAS GIFT FOR THE MAN OF THE HOUSE!
NATIONAL ADS—POINT OF SALE HELPS READY NOW!

big DISCOUNTS FOR YOU DESPITE **\$3.95**
LOW LIST PRICE Complete

• Several Jobbers sold 5 to 10 thousand in Past Six Months—One Jobber sold 15 thousand in Less Than Eight Months! See your Jobber Now—or Write:

WESTERN HOME PRODUCTS CO.
1006 Prudential Bldg. Buffalo 2, N. Y.

... The Nation's Best Known Name in Lawn Edgers!



CASCADE

SELF-SHARPENING
**LAWN
EDGER**

**"The Edger That Trims
As You Walk"**

Extra large, heavy duty cutter blade with over-size rubber-tired roller, gives maximum traction... does a clean job with little effort. Patented "V" shear blades make it possible to cut both ways. Scientifically engineered to take the hard work out of lawn trimming, the famous Cascade Lawn Edger is made of high-grade, full-tempered, stainless-treated steel.

Display CASCADE Lawn Edgers
For Sales and Profits. None Better

Retail Price
2.98
Usual
Discounts

CASCADE Manufacturing Company
609 University Ave., Los Gatos, California

() Send trial order of six, freight prepaid, at regular discount.
Name of my favorite jobber.....

Store.....
Address.....
City..... Zone..... State.....
By.....

*superior to any
getting limit every day
The finest yet*



the best decoy
I have ever used

*nearest thing to
a live duck*

**Duck hunters
buy 'em!**

Duraduck decoys

Dewey
and
Almy,
Cambridge
40, Mass.

"YOU'VE GOT TO SHOW ME"

And you can show him...
with a Pittsburgh open-vision store front

MERCHANTS all over the country have found that it pays to "show your wares." And many of them have used a Pittsburgh open-vision store front to show *more* of their merchandise. An open-vision front of Pittsburgh Glass and Pittco Store Front Metal places the entire store on display . . . helps create a

desire for displayed merchandise . . . often makes a sale before the customer enters. And even after the store is closed, an open-vision front goes on "selling."

Why not take advantage of the magnetism of an open-vision store front to increase *your* business? A modern, attractive store is an essen-



tial weapon in the battle of competition.

Remember this when you modernize your store: Modernization is an investment in the future of your business . . . not just an expense. So do a *complete* job—inside and out—for the greatest returns in increased business. Easy payment terms can be arranged if you desire them.

For illustrations and descriptions of actual Pittsburgh Glass and Pittco Store Front Metal installations, write for our free modernization booklet, "Modern Ways for Modern Days." Just return the coupon below.



AFTER



BEFORE

Store fronts
and Interiors
by Pittsburgh

DISPLAY CREATES DESIRE. And with its open-vision front this hardware store in Baltimore, Maryland, displays the entire store interior and the merchandise for sale to the best advantage. The open-vision area is Polished Plate Glass, set in sturdy Pittco De Luxe Metal. A Hercule Door completes the open-vision design. The lustrous, clean-cut Pittco De Luxe Metal face of the building is a real eye-catcher . . . and so easy to maintain! Architect: John Carroll Dunn, Baltimore.

Pittsburgh Plate Glass Company
2181-O Grant Building, Pittsburgh 19, Pa.

Without obligation on my part, please send me a **FREE** copy of your book on store modernization, "Modern Ways for Modern Days."

Name.....

Address.....

City..... State.....



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

THE LEADER...

Flexscreen

REG. U.S. & CANADA PAT. OFF.
SAFETY FIREPLACE CURTAINS



It's easier to sell the leader—because your customers come in *looking for the Flexscreen label!* There's always a demand for Flexscreen's superior fabric... for Unipull... for its beauty, safety and convenience—the result of our twenty years of continuous national advertising and manufacturing experience.

NATIONALLY ADVERTISED

HOUSE BEAUTIFUL

HOUSE & GARDEN

BETTER HOMES & GARDENS

AMERICAN HOME

THE NEW YORKER

Flexscreen (the original curtain screen) is the *only* nationally advertised woven-metal fireplace curtain. This year's campaign (our 20th consecutive) is one of the best in our history. Color pages in the peak selling season will be backed by supporting advertisements in leading *home* magazines. Flexscreen is easier to sell because your customers ask for it by name.

FOR PLUS PROFITS

...feature the Frame Flexscreens... they make effective floor displays and offer all the exclusive advantages of famous Flexscreen in movable, sturdy-but-beautiful frames... the Oxford, the NEW Guilford and the Economy... in a wide range of attractive prices. Remember the Flexscreen line for *all* your hearth furnishings... andirons, firesets, grates, etc., specially designed for "companion sales".

Write us for complete information on our Dealer Help and Display Stand offers at 1050 North St.

BENNETT-IRELAND INC.

Chartered in 1906
NORWICH, NEW YORK



Are you overlooking
important
profits?



No. 952 five-piece
matched set

WESCHROME

**matched bathroom accessories
will build your sales!**

Many bathroom accessory sales are missed entirely when figuring builders hardware contracts. In WESCHROME, however, you have a beautiful line of bathroom hardware that just won't take a back seat—it practically sells on sight. In fact, WESCHROME may be the wedge needed to land the entire builders hardware order! Heavy, gleaming chrome finish, smart styling and many manufacturing "extras" identify these units as having real quality... and they are budget-priced! Once again we say—don't overlook the easy profits found in WESCHROME sales. Write for a full description of the WESCHROME deal today.

"High Style on a Budget"

WESTWOOD

MANUFACTURING CO.

1420 So. Evergreen Avenue
Los Angeles 23, California

DAZEY — AMERICA'S MOST FAVORABLY KNOWN LINE OF KITCHEN HELPS



**CONSUMER
ACCEPTED**



The DAZEY COFFEE DISPENSIT

Can Opener
Knife Sharpener
Juicer
Ice Crusher
Blend-R-Mix
Nut Cracker
Famous
Daze Churns

There's a big market for this time-and-trouble-saving Daze Coffee Dispensit. Just a flip of the handle, forward or backward, dispenses the correct amount of ground coffee for making one cup... does away with slow, inaccurate, troublesome ways of measuring coffee. For further particulars, write:

DAZEY CORPORATION • ST. LOUIS 7, MISSOURI

Form a **DAZEY CHAIN** of kitchen helps



Be sure

it's a



DAZEY

NATIONALLY ADVERTISED

OXCO'S 3-STAR PROMOTION

means bigger brush profits for you!

**FEATURING
THESE OXCO
BRUSHES**



**OXCO'S
All-purpose
PALMETTO WHISK**

Best whisk that money can buy. Tough, long-lasting Florida palmetto fibres chase dirt from any surface—keep wearing for years of service.



**OXCO'S
PET BRUSH-COMB**

Promotes pet's health by removing dirt and matted hair; stimulates skin surfaces. Withstands constant use. Can be used on furs. Sturdy, rounded-end wire bristles firmly set in rubber.



**OXCO'S
HOUSEHOLD BRUSHES**

An endless variety of styles and types — both stapled-in-wood and twisted-in-wire. Available with plastic bristles in a rainbow of colors; or with white, grey or black tampico, horsehair, etc.

**NATIONAL
CONSUMER
ADVERTISING**



BIG...

FULL-COLUMN ADVERTISEMENTS will appear all through the Fall months in these popular magazines. Millions will see Oxco's advertising—thousands in *your own area*. It pays to promote the brush line that's backed by consistent national advertising.



**DEALER
DISPLAY
HELPS**



**Self-Selling
3-color
Display Box**
holding one
dozen whisks
is **FREE** with
each dozen
order.



Colorful Display Box sells 3 pet items. **FREE** in Pet Set Deal with one dozen each item.

**FREE counter
Display Card—**
Attracts shoppers;
adds to your
store's prestige
—"ties in" with
national
advertising.



FREE newspaper mats of each featured brush furnished on request

SEE YOUR JOBBER...

now about Oxco's 3-Star Promotion. A small investment in the featured brushes puts you in line for bigger brush profits. Phone, wire or write your jobber today for your brushes, display cards and newspaper mats.



OX FIBRE BRUSH COMPANY, INC.
FREDERICK *Established 1884* MARYLAND

Stock these proven
SALES LEADERS

— for bigger tape
profits now and
for the future!



ACCURATE
FRICTION AND RUBBER
TAPES



Here's the Proof!

**SALES HAVE BEEN GOING UP—UP—UP
EVERY YEAR FOR OVER 30 YEARS!**

Every year—for more than 30 years—sales of **ACCURATE TAPES** by dealers and distributors have increased. That's why you can count on big profits now and even greater profits next year. It's good business to stock and sell **ACCURATE TAPES**. If you do not carry them—join the big parade of dealers cashing in on this nationally advertised, nationally accepted line of proven profit-makers! Don't delay—get all the details, now!

WAREHOUSE STOCKS AND AGENTS strategically located throughout the country. Write for name of wholesaler nearest you and new illustrated catalog. Address inquiries to: **ACCURATE MANUFACTURING COMPANY**, Garfield, New Jersey.

IF IT'S TAPE...IT WILL PAY YOU TO MAKE SURE

IT'S

ACCURATE TAPE



SYTHAX
WINGS LIKE AN AXE CUTS LIKE A SCYTH

5 PRACTICAL TOOLS IN 1
(Scythe—Brush Hook—Hoe—Weed Cutter—Axe)



BLADE:
11½ ins.
long,
3½ ins.
wide.

A quick profitable selling tool for all these uses: Scythe—does twice the work in the same time with half the effort. Brush Hook—cuts brush and heavy cane. Hoe—for around maintenance poles, etc. Weed Cutter—cuts any kind of weeds. Axe—cuts smaller grubs.

Made with strong, hardwood, oval shaped handle. Patented sigmoidal shank gives proper balance. Has high steel socket double riveted. Steel Channel support for blade eliminates vibration. Double edge blade of fine tool steel, easily sharpened without removal.

Sells for home use, railroads, highway departments, government projects, etc. Packed ½ dozen to bundle. Weight per dozen 55 lbs.

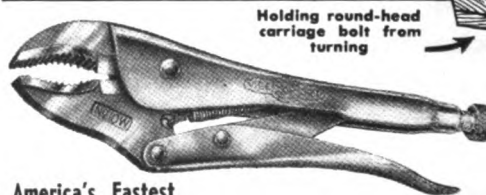
*Write for Literature
and Trade-prices*

SYTHAX CO.

445 TENNESSEE STREET, MEMPHIS 3, TENNESSEE

Sells on Sight!

**Has 1000s of Uses in
Home—Shop—Factory**



Holding round-head carriage bolt from turning

America's Fastest
Selling Hand Tool

**NEW VISE-GRIP
WRENCH**

This is the month to feature the VISE-GRIP line. The power tool that does "impossible" jobs—so easily! . . . it **LOCKS** . . . it **CLAMPS** . . . it **TWISTS** . . . it **TURNS** . . . it **PULLS** . . . it **RATCHETS** . . . it **CUTS!** Does jobs no other tool can do! Let your customer name the job—VISE-GRIP is the tool to sell him. That's why it will pay you to order a good stock from your VISE-GRIP Jobber now! If you haven't your display board, order it with your wrenches—it's FREE!

Low Retail Prices

WITH Cutter	No. 7W—7 in.	\$2.25
	No. 10W—10 in.	2.50
WITHOUT Cutter	No. 7C—7 in.	1.50
	No. 10C—10 in.	2.25
Also world famous Straight Jaw model:		
	No. 7—7 in.	1.85
	No. 10—10 in.	2.15

Order from your jobber

Manufactured

Only By

PETERSEN



MFG. CO., INC.

Dept. HA-10

DeWitt, Nebr.

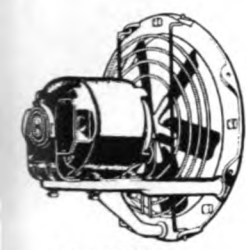




STALLS AND STANCHIONS



WATER BOWLS



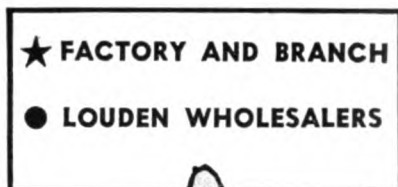
ELECTRIC VENTILATION



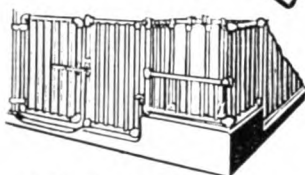
HI-DRI HAY DRIER



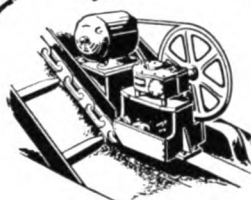
DOOR TRACK



HAY TOOLS



COW, CALF, BULL & HOG PENS



BARN CLEANERS



FEED TRUCKS

MORE WHOLESALERS TO SERVE YOU BETTER!

Maps nowadays change frequently and the Louden distribution map is no exception. Every time this map has been changed it's been to ADD more dots — wholesalers giving fast, efficient, economical service and who stock most items in the Louden line. In addition, the Louden factory located near the geographic, population and agricultural centers of the nation, plus a completely stocked factory branch at Albany, New York, makes a LOUDEN

SOURCE OF SUPPLY CLOSE TO YOU regardless of where you are located!

Service to Louden customers has been a tradition since 1867. And during these 83 years, Louden has developed

and pioneered more "firsts" in Better Barn Equipment, including Hay Carriers, All-Steel Stalls, Individual Automatic Water Bowls, Litter Carriers, the industry's most experienced Barn Planning and Engineering Service. NOW — Louden offers the first prefabricated all-steel Hay Drier and an outstanding NEW Barn Cleaner — both BIG VOLUME ITEMS!

Yes — for outstanding service, the most complete and profitable line, depend on Louden, always FIRST in Barn Equipment and Barn Plan Service.

ADDED PROFITS—Are you familiar with the FIVE SPECIAL ADVANTAGES that build EXTRA profits for the Certified Louden Dealer? If not, it will pay you to write Louden for complete details.

THE LOUDEN MACHINERY COMPANY

510 S. Court St. Established 1867 Fairfield, Iowa
Branch, Albany, I., N. Y., but please direct inquiries to Fairfield

CERTIFIED Louden Dealer makes EXTRA profits



A Certified Louden Dealer makes EXTRA sales and profits. His One-Man Band display, plus the new complete Louden Dealer Sales Manual and Catalog, plus the exclusive services of the Louden Engineering Department and the Louden salesman make for consistently greater profits. Write for details today.

LOUDEN - Everything for Farm Buildings

Be Prepared

I sure hope I get
a handy Bernard
Fisherman's Plier



"Every fisherman
should carry one,"
says The American
Guides Association, "a
safety first must."

The most practical tool in any
tackle box, with a thousand uses
around the house. Parallel jaws
grip like a vise. Cutters too have a
one-ton bite. Nickel-plated against
wear and weather.
A gift he's sure to use. At hardware
and sporting goods stores. Gift
packaged \$2.25.

Manufacturers of Hardware and
Fine Tools Since 1864

Sargent & Company
New Haven, Connecticut

SARGENT
REG. U.S. PAT. OFF.

**To Sell Fisherman's Pliers
As A Christmas Gift Item**

Millions of families—
wondering what the fisherman
needs for Christmas—will see
this national advertising in
November and December.

Immediately available.
Order from your sporting goods
or hardware jobber.

Manufacturers of Hardware and Fine Tools Since 1864

SARGENT AND COMPANY

NEW HAVEN,
CONNECTICUT

This sign packs 'em in!

DEMPSTER
WATER SUPPLY EQUIPMENT



**Earn Big Profits
From NEW CUSTOMERS**

When you handle DEMPSTER, you sell EVERYTHING for farm water
systems! Shallow and Deep Well Reciprocating Pumps • Shallow and
Deep Well Jet Pumps • Centrifugal Pumps • Steel Tanks • Wind-
mills • Irrigation Equipment • Distributors of pipe, fittings and
plumbing supplies.

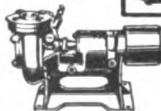
DEMPSTER MILL MFG. CO.
Beatrice, Nebraska

Whenever a new high line is con-
structed in your trade territory,
scores of farmers start thinking
about water supply systems for
the first time. They will come to
you as *new customers* if you carry
DEMPSTER, America's complete
line of water supply equipment.

DEMPSTER products have been
the yardstick of quality for over
70 years. They are backed by
strong national advertising and
a dealer-proved dealer program.
With DEMPSTER your store can
be "water supply headquarters"
for your whole area!

*America's
Complete
Line!*

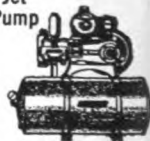
Centrifugal
Pump



Deep Well
Reciprocating
Pump



Shallow Well
Jet
Pump



Deep Well
Jet
Pump



*Introducing the newest
member of the KEIL
family -*

DISC TUMBLER
NARROW BACKSET
NIGHT LATCH

No.
51041

CAST IRON
BLACK WRINKLE LACQUER
STANDARD FINISH



Add this NEW, Low Priced, Streamline
Night Latch to your line NOW!

Disc Tumbler - $2\frac{1}{8}$ " narrow backset
Sells on sight and will make a profit
for you, not only in dollars and cents,
but in satisfied customers as well.



KEIL LOCK CO., Inc.

HARDWARE AGE, OCTOBER 19, 1950

Charlestown, N. H.

Digitized by Google

NEW—SCIENTIFICALLY DESIGNED

Skuttle **"WINDMASTER"**

**BAROMETRIC
DRAFT CONTROL!**

- BETTER CONTROL • EASIER INSTALLATION
- MORE PROFIT

Square housing and patented angle mounted vane provides more uniform opening with larger effective area. Tested characteristics show a flat curve, assuring even, effective control—efficient operation at all draft values. See the test chart—it shows definite superiority.

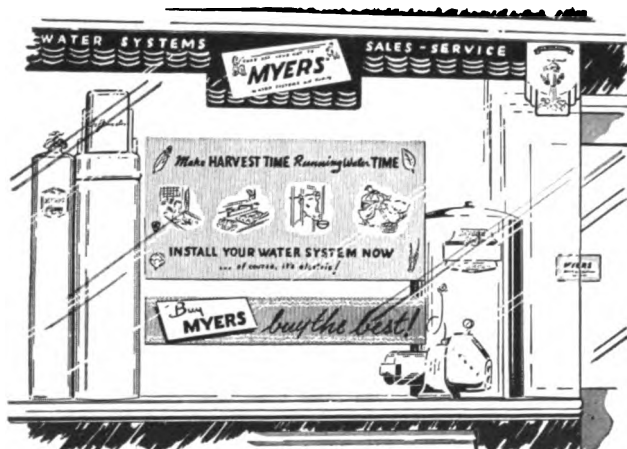
Exceptional simplicity of design and sturdy construction enable you to offer your customer higher quality at lower cost and better profit.

Installation is exceptionally easy—ask your jobber.

THE SKUTTLE MANUFACTURING COMPANY

4099 BEAUFAIT AVENUE • • DETROIT 7, MICHIGAN

**Dress Up Your Windows to
Draw in Harvest Dollars!**



A MESSAGE TO MYERS DEALERS:

Get a head start on big "Harvest Time" sales of farm water supply equipment—get your windows dressed to sell NOW. Draw on the many more selling aids available to you as a Myers Dealer. Give prominent display to the complete Myers line of water systems . . . the new Myers Water Softener and Centrifugal Pumps . . . both in your window and on your floor. You'll bring in plenty of farmers ready to swap their crop dollars for better water service. And you can guarantee them *the best* from a Myers!



THE F. E. MYERS & BRO. CO.
Dept. S-62, Ashland, Ohio

WRIGHT

Wright Hexagonal Netting requires little or no stretching. Woven evenly with perfectly straight selvage. Users find that it hangs like a curtain, straight and even throughout. When they need more they ask for the netting with the famous rooster trademark.

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASS.

JUDD

We have been in business a great many years. We've been successful, too, if we measure our success by our sense of prideful accomplishment. We've striven constantly to do a good job for our customers, to give them a good quality of merchandise made to high standard. We've given service to the best of our ability . . . all of us from top management down. With our kind of merchandise and service and a Judd catalogue at hand . . . you can always be sure and secure twelve months a year. There's no better hardware for the household. Write for catalogue if you don't have one.

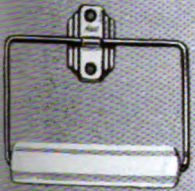
**BE SURE WITH JUDD
12 MONTHS A YEAR...
QUALITY SINCE 1868**



#281—
Cup Hook



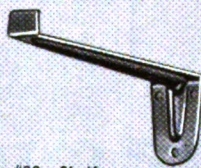
#312—
Towel Arm



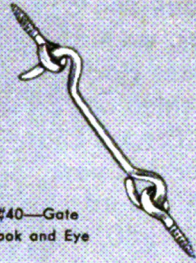
#4000—Toilet
Paper Holder



#0294—Shower
Curtain Ring



#88—Shelf
Bracket



#40—Gate
Hook and Eye



#97 & #96—
Awning Pulleys



#806—
Screw Hook



#4—File
Handle



#669—
Mail Box



#9342—Double
Curtain Rod;
Built-in
Thimble



#113—Clothes-
line Pulley



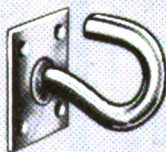
#152B—
Clamp



#212—
Screw Eye



#287—
Turnbuckle



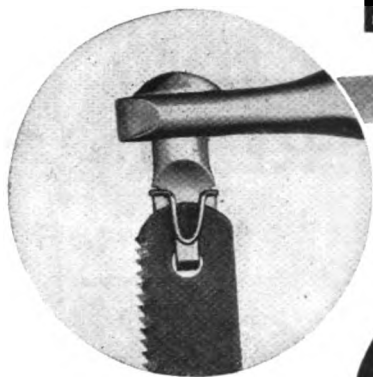
#59—Clothes-
line Hook

JUDD

H. L. JUDD COMPANY
WALLINGFORD, CONN.

87 CHAMBERS STREET
NEW YORK 7, N. Y.

The **3rd** of
3 PARKER
Hack Saw
Exclusives



"Loc-Klip"*

Locks The Blade in Place

When you point out to your customers the famous, exclusive features of a Parker Hack Saw — "Stud-Fast" patented one piece end and stud; and the Forged Ends — add another one, Parker's new

"Loc-Klip". Standard equipment on all Parker H-40, H-60, H-80 and H-100 Hack Saws, "Loc-Klip" firmly locks the blade in place at the front, even when the saw drops on the floor or strikes some other hard surface.

When a Parker Saw is shipped, you KNOW that it's going to arrive fully assembled. Yet a blade is just as easy to change as ever, and on a secured stud.

Make the most of these Parker exclusive features—built in for greater dealer profit and customer satisfaction.

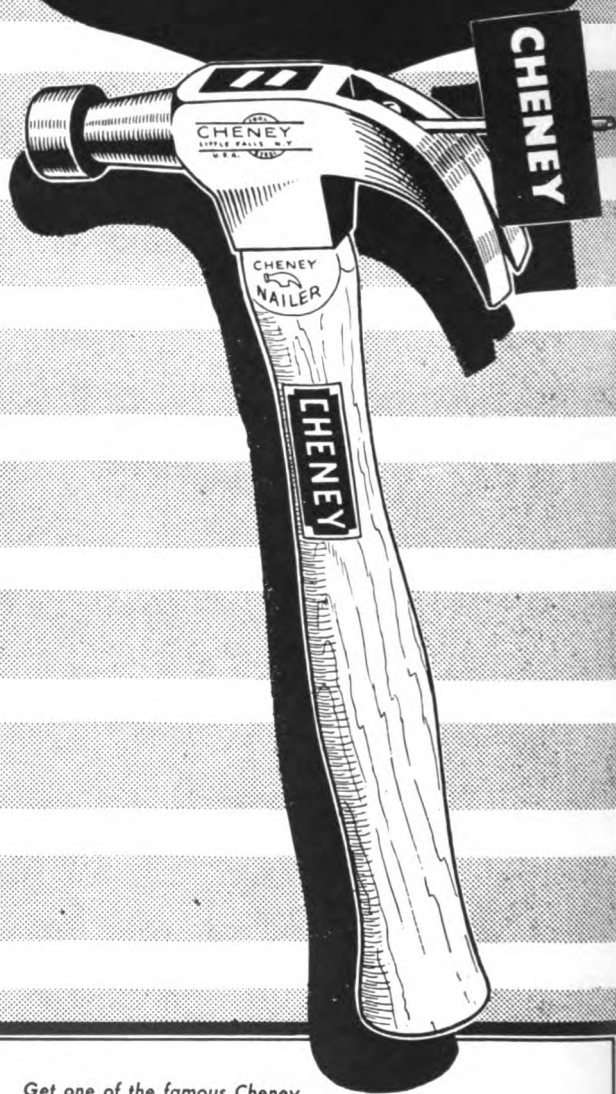
*Patent Pending

Buy the **Parker** Line

PARKER MANUFACTURING CO.
WORCESTER 1, MASS., U. S. A.
and **ACKERMANN-STEFFAN DIVISION**
Manufacturer of Famous Trojan Coping, Jig and Jewelers' Saw Blades

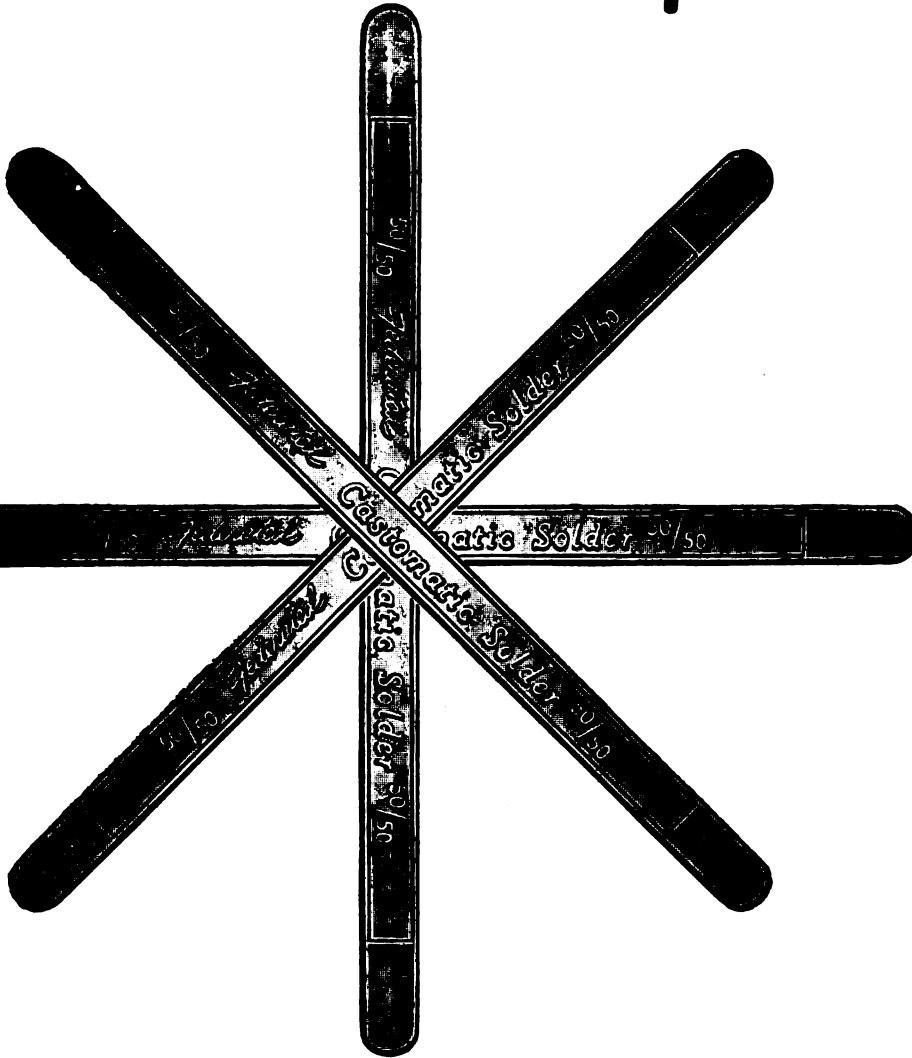
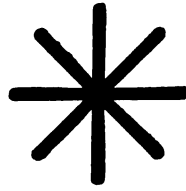
Sell
CHENEY
Nail Holding
Hammers

Order some of these fine labor-saving hammers from your jobber today and be sure you have enough on hand. Customers who know the best in hammers always ask for Cheney. Use the Cheney Nail penants to brighten your hammer display.



Get one of the famous Cheney Sales Maker displays. A limited number are available for those dealers who write us at the address below requesting one.

ESTAB. 1836
HENRY CHENEY HAMMER CORP.
LITTLE FALLS, N. Y., U. S. A.



* NOTE: FEDERATED SOLDERS *SELL!*

Federated CASTOMATIC* solder is in demand everywhere because it is better than any other solder your customers ever used. Produced only by Federated on patented machines, it is cast automatically under pressure... with no exposure to air... no inclusion of harmful oxides. Therefore it gives the user bars of uniform weight and melting point... completely free from segregation... eliminates all harmful oxides... truly a quality product.

Free CASTOMATIC sales aids are available:

- COUNTER DISPLAY CARD—16" x 22", easel-back, 3-color
- COMBINATION BLOTTER-BOOKLET—in quantity; can be imprinted with your name
- SLIDE FILM—Federated representative will present to your sales meeting
- NATIONALLY ADVERTISED—to your customers

*Trade Name of American Smelting and Refining Company

Federated Metals Division



AMERICAN SMELTING AND REFINING COMPANY • 120 BROADWAY, NEW YORK 5, N. Y.

HARDWARE AGE, OCTOBER 19, 1950

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FREE DISPLAY PANEL

Plus Super Quality...
Super Finish
Plus ATTRACTIVE
PRICES

NO. 300

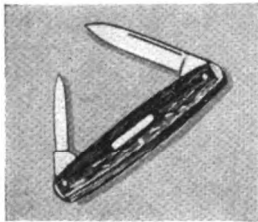


Contains 1/4 doz. each of 8
different plier types — every one top quality

- and here's that famous
TREE BRAND

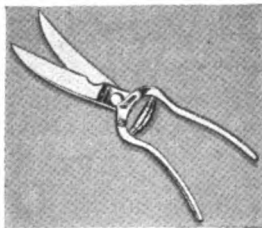


back again!



Pocket Knives that really hold
a keen edge! Stock them for
easy-profits!

Poultry Shears a woman can't
resist—the quality shows in
every detail.



Shears and Scissors with a repu-
tation as old as the hills — they
sell fast.



SEND FOR CATALOGS on complete
BOKER line. Advise Name of Jobber.

H. BOKER & CO., INC.

Established 1837

Quality for over a Century

101 Duane Street

New York 7, N. Y.

*Your
Customers
Know...*

IF IT'S
BULL DOG
IT WILL  **HOLD!**



Consumer Confidence in the
BULL DOG LINE — holds Sales
and Volume high—means Quicker
Profits for you — year after year.

PICTURE HANGERS
PICTURE WIRE
CUP HOOKS
PUSH PINS
DRAPERY HOOKS
KITCHEN HOOKS
CLOSET ROD BRACKETS
WARDROBE LOOPS
FRICTION CATCHES
SASH LOCKS
COIL WIRE

E. H. TATE CO. EST. 1872
BOSTON, MASSACHUSETTS — U.S.A.

SOAKS — SCRUBS — RINSES
STRONG — LIGHTWEIGHT — DURABLE
Attaches to Garden Hose

"LACO"
DETROIT

**UTILITY
FOUNTAIN
BRUSHES**

QUALITY BUILT for
PROFITS and
SATISFIED CUSTOMERS



CAR WASHING



HOUSE WASHING

Pure
Horse
Hair

Replaceable Brushes
Rubber Bumper

30" Aluminum Handle
— 5 1/2" Die Cast Head

USED BY Home owners—Boat owners—farmers—truck
owners—etc. Fresh water flows through handle and brush
—doing a quick, thorough wash job on cars, windows,
house siding, basements, etc. Extension handles—2 1/2' and
5', also toggle action shut-off valve are extra profit items.
Also available with oblong head.

Ask jobber or write us for prices.

LAITNER BRUSH CO.

2000 Brooklyn Ave.

• Detroit 26, Michigan

MAKING QUALITY BRUSHES SINCE 1885

"We're making more profits since we installed our new National Cash Registers."



*Mr. Allen B. Buck, Store Manager,
Magen Hardware Co., 5228-32
Market Street, Philadelphia,
Pennsylvania.*

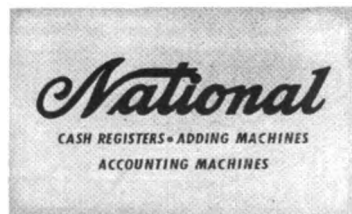
"Our new multiple-drawer National Cash Registers give us all the information needed to operate our store profitably. We now have accurate daily records which show the exact sales total in each department. We can thus concentrate on the 'naturals,' and promote the slower departments.

"Accurate daily records show which salesmen are carrying the store's volume, and which need special attention. The individual cash drawers and cash register receipts give us control over all money and



records. Thus, our new National Cash Registers enable us to do a better job of managing, and making more profits. And, when the store profits, everybody profits!"

So writes Mr. Allen B. Buck of the modern National Sales-Accounting Register System that gives him "Floor Audit" control in his store. If you want to increase sales, give better service to customers, cut expenses, and simplify your record keeping . . . find out about "Floor Audit" from your local National representative. He will explain why this modern method of merchandising is sweeping the country. Ask him to survey your present methods, and show you how Floor Audit will work for you.



THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

HARDWARE AGE, OCTOBER 19, 1950

WE TREAT 'EM ROUGH, TO MAKE 'EM BETTER!

● Very few tools take the abuse that the average screwdriver absorbs. Because of this, Crescent Screwdrivers are subjected to stringent tests before they leave the factory. The Torsion Test illustrated shows how we "Treat 'em Rough, to Make 'em Better." Individual "Temper Tests" also check the full-length hardening of the blade.

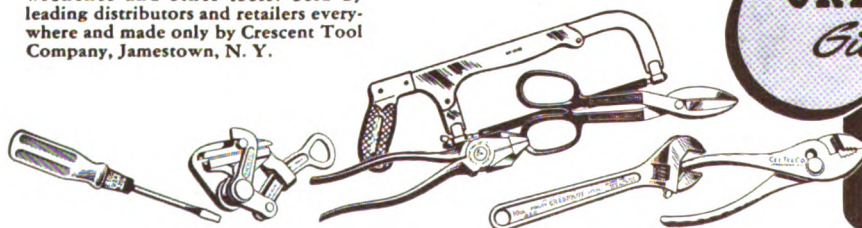
Crescent Screwdrivers are made to strict specifications. That's why experienced industrial buyers prefer them. They find too that Crescent's better manufacturing procedure shows up in terms of greater safety for the worker. There is a Crescent for every class of work . . . blade lengths from 1½ to 12½ inches. Be Safe . . . standardize on these fully-guaranteed Crescent Tools.

CRESCENT TOOL COMPANY, JAMESTOWN, N. Y.

"Crescent" is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by Crescent Tool Company, Jamestown, N. Y.



The Torsion Test to which every Crescent screwdriver blade is subjected before assembly



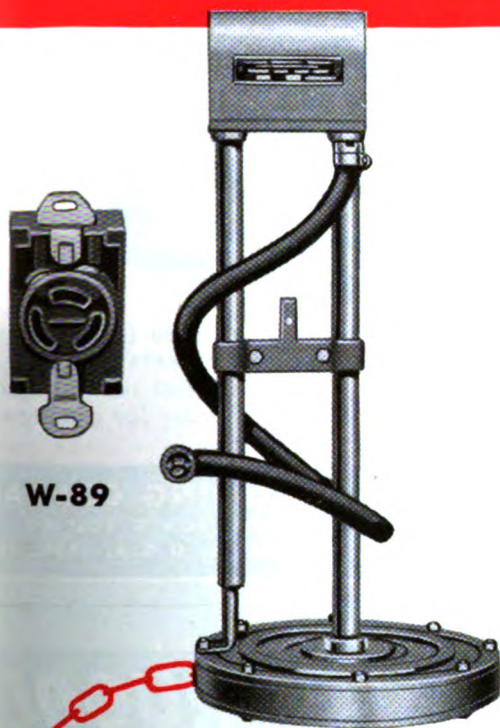
CRESCENT TOOLS
Give Wings to Work

*Sign of the Artisan
Symbol of Excellence*

**LINK
W-89**

IN THE

**WARNER
CHAIN**



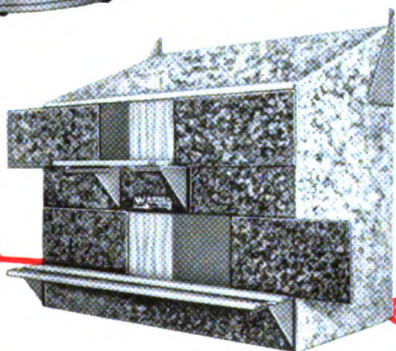
Fully Automatic Electric Stock Tank Heater

Compare this heater with ANY other—its advantages are obvious . . . Warner Craftsmanship from top to bottom.

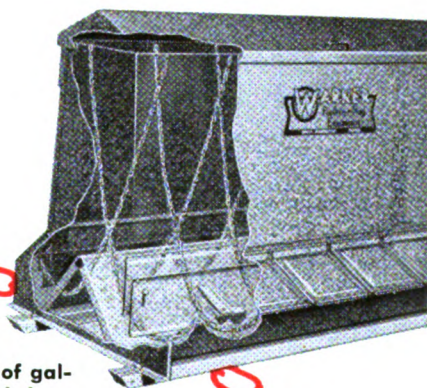
1. Cast iron construction with leak-proof heater housing.
2. Robertshaw temperature control.
3. 1000 watt Chromolox heat unit.
4. Ground wire runs through Twist-lock plug and receptacle.
5. Heavy drop cord 42" long, loom protected.
6. Adjustable clamp for fastening to tank.
7. W-89 for 115 volts, AC. W-89D for 230 volts, AC.



All types and sizes of water fountains from jar to 8 gallon capacity PLUS water troughs.



Galvanized Colony nest above. Also available, the conventional "square-holed" nests.



Complete line of galvanized steel hog feeders and troughs.

FOR ***ACTION*** LINK-UP WITH WARNER

WRITE FOR CATALOG

THE WARNER BROODER AND APPLIANCE CORP.
Manufacturers of Poultry and Farm Equipment
NORTH MANCHESTER, INDIANA



JOBBER:
Here They Are!



PACKAGED COUPLINGS

Here's the new, easy, convenient way to buy the famous "X-L" Quality Standard Merchant Pipe Couplings! All sizes from $\frac{1}{8}$ " to 2", in black or galvanized, are packaged—at no extra cost! $\frac{1}{8}$ ", $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " packed 100 to carton; $\frac{3}{4}$ " packed 50 to carton; 1" packed 30 to carton; $1\frac{1}{4}$ " and $1\frac{1}{2}$ " packed 25 to carton; 2" packed 20 to carton. "X-L" Packaged Couplings are easier to warehouse, easily identified as to size and quantity, facilitate shipping and stop couplings loss. Order yours today! Immediate delivery!

**WHEELING MACHINE
PRODUCTS COMPANY**

ELM GROVE STATION
WHEELING, WEST VIRGINIA

Factory 'Phone: ELM GROVE 3296

STAR

**SERVICE
SHARES**



Fully Guaranteed
AS TO QUALITY, FIT, AND FINISH

Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog and trade prices.

STAR MANUFACTURING COMPANY

DIVISION OF ILLINOIS IRON & BOLT CO.
CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)



RUGOL
SCREW DRIVERS

*unconditionally
GUARANTEED*

**SOLD DIRECT TO
RETAILERS ONLY**

**PRICED FOR QUICK
TURNOVER
YOUR AVERAGE
PROFIT...90%**

Write Today for:

- ILLUSTRATED CATALOG
AND PRICES

The RUGOL COMPANY
176 FRANKLIN STREET NEW YORK 13
*you can meet any competition
with RUGOL PRICES*



make **Ingersoll**
your prime source of supply
for **SPECIAL STEELS!**

Alloy Steels
Armor Plate
Clutch Plate Steels
Crane Steels
Soft Center Steel
Shovel Steels
Knife Steels
Saw Steels, including Hack Saw Blade Steels
TEM-CROSS Steel
Stainless Steels
INVARCLAD Stainless-Clad Steel

Ingersoll

BORG-WARNER

New Castle,

Plants: New Castle, Indiana; Chicago, Illinois;



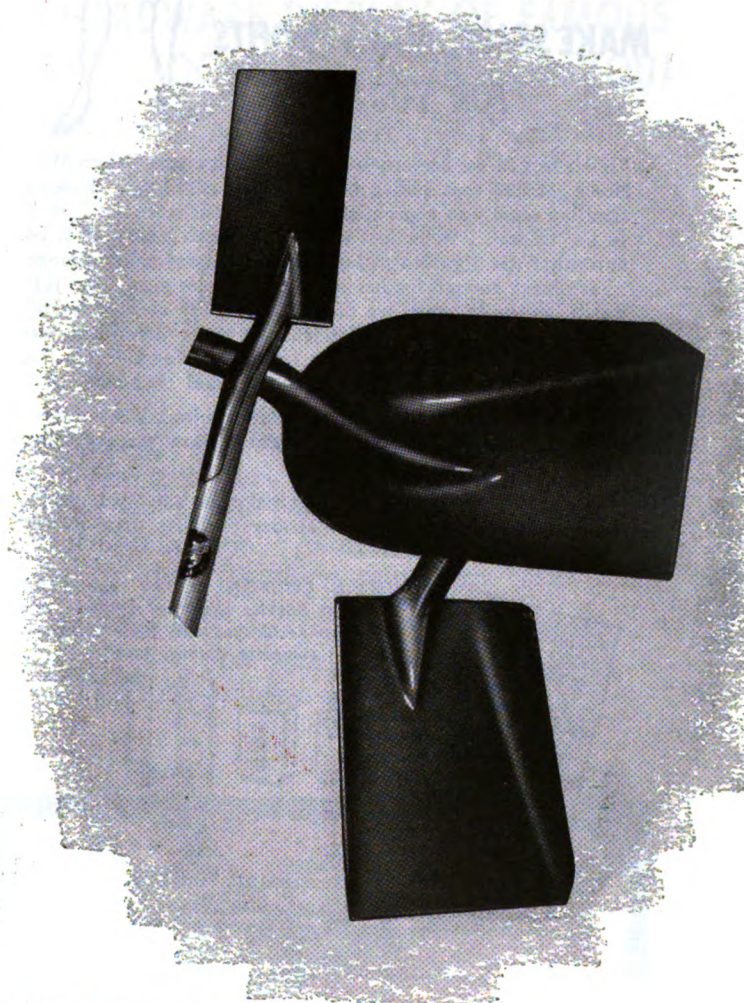
blade edges of
TEM-CROSS Steel
GUARANTEED not to
split or curl

Only INGERSOLL Shovels, Spades and Scoops with blades of TEM-CROSS Steel carry that strong guarantee. TEM-CROSS is Ingersoll's own super-tough steel that's cross-rolled and scientifically heat-treated to resist splitting and curling.

So take a tip—for GUARANTEED satisfaction in shovels, spades and scoops—for steel blade edges that WON'T split or curl—

SPECIFY **Ingersoll** EVERY TIME

*Certain models of INGERSOLL
Shovels are available
with aluminum blades*



STEEL DIVISION

CORPORATION
Indiana

Kalamazoo, Michigan

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*"Want More Sales
More Profits?
Let Me Show
You How!"*

Wagoner

**ELECTRIC RANGES
MAKE SALES..MAKE PROFITS
FOR YOU!**



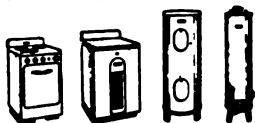
"It's a fact . . we actually make the sale for you. When Mrs. Home Maker sees either of us Wagoner Electric Ranges standing regally in a prominent spot in your store she'll stop in her tracks . . we're just what she's looking for. She'll be amazed at the big oven . . largest found in any electric range . . it's large enough for her to cook an entire meal. And just watch her smile when we display our easily cleaned swivel action surface units . . when she examines the other outstanding and exclusive features only we, Wagoner Electric Ranges, can offer her. She loves 'em . . and *she's sold*."

"Mr. Home Owner's an easy mark for us, too. All we have to do to sell him is wave our amazing low price at him. *He buys!*"

"So you see, you display us, we make the sale, you profit. And you *profit more* with Wagoner products than on any other similar line offered."



**"MAIL COUPON TODAY for 1950
Wagoner Booklet showing complete line
of Wagoner Ranges and Water Heaters.
It gives complete details, too!"**



**MR. W. G. WAGONER, President
America & Southern Corp., Nashville 10, Tennessee**

Please send me booklet H-10F which describes the complete line of Wagoner Products—free of charge and without obligation, of course.

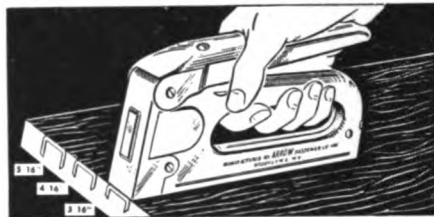
NAME _____
STORE NAME _____
ADDRESS _____
CITY _____ STATE _____

ARROW

STAPLING MACHINES SERVE INDUSTRY

T-32 GUN TACKER FOR TRIGGER-RATE

**SPEED
TACKING**



**1001 USES
TACKS EVEN
TO SOLID OAK**

SAVES TIME—SPEEDS UP PRODUCTION

- Sturdy all steel construction with chrome finish
- Holds 150 staples
- Same machine takes 3/16", 1/4", 5/16" staple sizes.

PRICE \$9.50

Slightly higher in the West and Canada

Nationally Advertised

**Priced for Dealer Profits • Guaranteed Staple-Repeat
Business • Write for complete information**

ARROW FASTENER CO., INC.

30-38 Maujer St., Dept. HA, Bklyn. 6, N. Y.

WIRE AT ITS BEST



MR. RETAILER...

The ANCHOR small packaged WIRE line is one you may be proud to handle. Not only is it beautifully packaged but the utmost in quality is used to assure complete consumer satisfaction. Steady repeat sales. ASK YOUR JOBBER ABOUT THESE FAST SELLING ITEMS.



**ANCHOR
WIRE CORPORATION**

**183-16 JAMAICA AVE.
JAMAICA 3, LONG ISLAND, NEW YORK**

**TOOLS
IN VIEW
SELL
FOR YOU!**

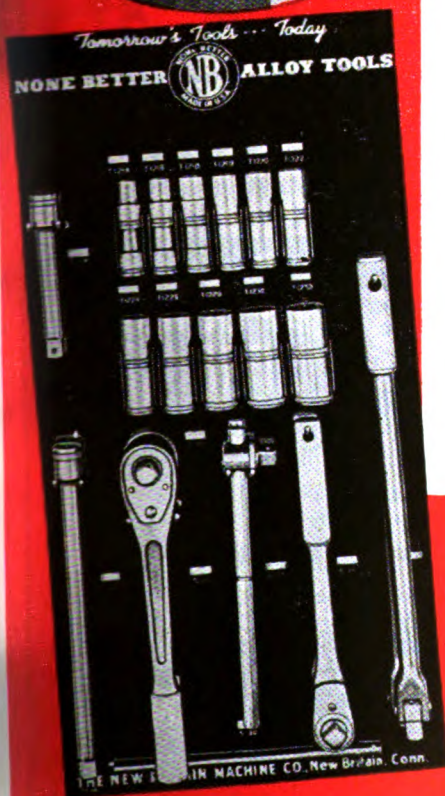


PUT THIS HARDWARE DISPLAY OF FAMOUS NONE BETTER TOOLS TO WORK FOR YOU!

I NEED *THAT* . . . I NEED *THAT* . . . I NEED *THAT* . . . over and over again NONE BETTER TOOL BOARDS stop the customer and make the sale for you. No guessing as to size, no "make-up-your-mind" delays while other customers wait, etc! It's the modern, streamlined SEE—SELECT—SERVE—SELL technique that increases sales and profits.

These sturdy NONE BETTER TOOL BOARDS are tailored to fit *your* store's needs . . . they SELL when set up on the counter . . . they SELL when hung on the wall. In units 1 ft. x 2 ft., they make the most of small surface areas and are readily combined to give maximum selection with minimum investment in stock. And for stock control — there's nothing simpler or easier!

Get your share of the always active demand for NONE BETTER Tools. Ask your jobber for the facts on this NONE BETTER program today.



**NONE
BETTER**
Tools

THE NEW BRITAIN MACHINE COMPANY
New Britain, Conn.

Hinges



For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware . . . quality produced by Griffin.



Every DOOR NEEDS THREE!

GRIFFIN-

Manufacturing Company

ERIE • PENNSYLVANIA

SALES OFFICES

48 Warren Street, New York 7, New York
1836 Fargo Avenue, Chicago 28, Illinois
9344 Woodward Avenue, Detroit, Michigan
115 Broad Street, Boston, Massachusetts
1355 Market Street, San Francisco 3, California
617 St. Charles Avenue, Atlanta, Georgia
306 1/2 North Harwood, Dallas, Texas
4524 East 90th Street, Seattle, Washington
785 North President Street, Jackson 6, Mississippi
4838 Mill Creek, Kansas City, Missouri
2611 Garrison Blvd., Baltimore 18, Maryland
1626 Garfield Street, Denver 6, Colorado

IN CANADA

18 Wellwood Avenue, Toronto, Ontario

THEY REMEMBER AT HOME
--- FORGET IN YOUR STORE!



**LINOLEUM
SEAM AND EDGE BINDING**
**GET EXTRA SALES WITH S & W'S
SELF-SELLING DISPLAY!**



INDIVIDUAL
12-FT. CARTONS

12 feet of pliant, silvery zinc in each small box . . . pre-shaped, prepunched with nail holes . . . plus all necessary nails. Available also in brass, steel and plastic in 75 ft. rolls.

Many a repair job gets neglected because the home owner forgets to make a purchase while in your store . . . and you lose an extra sale! Put the S & W linoleum seam and edge binding displays near your cash register and watch them empty out. No cutting . . . no measuring. The customer pockets the handy box. You ring up the sale!

WRITE FOR PRICES, LITERATURE,
AND JOBBER INFORMATION



S & W MOULDING CO.
980 PARSONS AVE., COLUMBUS, OHIO
ALSO MIRAPLAS WALL TILE AND MASTER MASTIC

in **CORDial**
agreement . . .

Your customers will get along like newlyweds with their electrical appliances, if the cord sets are CORNISH . . . the sure guarantee of perfect contact and long wear . . . the happy farewell to CORDelirium!



CORNISH CORDS and
CORD SETS

APPROVED BY UNDERWRITERS LABORATORIES

Selected by leading manufacturers . . .
why not by **YOU**

A full line of Flexible Cords
for the Repair and Service industry,
obtainable through Jobbers and Distributors

CORNISH WIRE COMPANY, INC.
15 Park Row New York 7, N. Y.

Put yourself in the color business

in a big way
—at low cost

**WITH MARTIN-SENOUR
NU-HUE COLORS IN PAINT**



**Amazing New
"COLOR HARMONY
SELECTOR"**

It shows hundreds of large painted samples of beautiful NU-HUE COLORS—automatically shows 3 additional colors that harmonize perfectly with whatever color your customer selects.

**Just think of the profit possibilities
this remarkable system offers**

- Minimum Stock!
- Big Range Of Colors!
- No Dealer Mixing Required!
- Top Quality Paint!
- Exclusive Color Harmony Service!
- Complete Up-To-Date Merchandising Service!

Here's just the opportunity you've waited for—a way to get in the big-profit paint color business at low cost. Martin-Senour—America's Color Leaders—show the way!

With this proven system and the remarkable "Color Harmony Selector" that goes with it, you

can offer your customers a *complete color service*—yet you keep only a small stock of paint. And there's no mixing equipment to buy either!

Martin-Senour Nu-Hue Colors in Paint consist of the finest synthetic tinting colors ever developed, put up in easy-to-handle, easy-to-sell tubes—PLUS—Neu-Tone flat white, Glos-Tone semi-gloss white or Kolor-Brite full-gloss white.

These top-quality, coordinated whites can be used alone or as the base for any Nu-Hue Color selected. You simply sell the correct "Nu-Hue Colors" in tubes for whatever color your customer selects, with a quart or gallon of white in the desired finish! It's easy! It's simple! And you make a good profit—day-after-day, season-after-season! Get all the details now. Send the coupon.

America's Color Leaders

Martin-Senour Company

CHICAGO • NEW YORK • LOS ANGELES

**Originators of
NU-HUE CUSTOM COLORS
MARTIN-SENOUR COLOR COORDINATOR
NU-HUE COLORS IN PAINT**



Mail coupon now for full details!

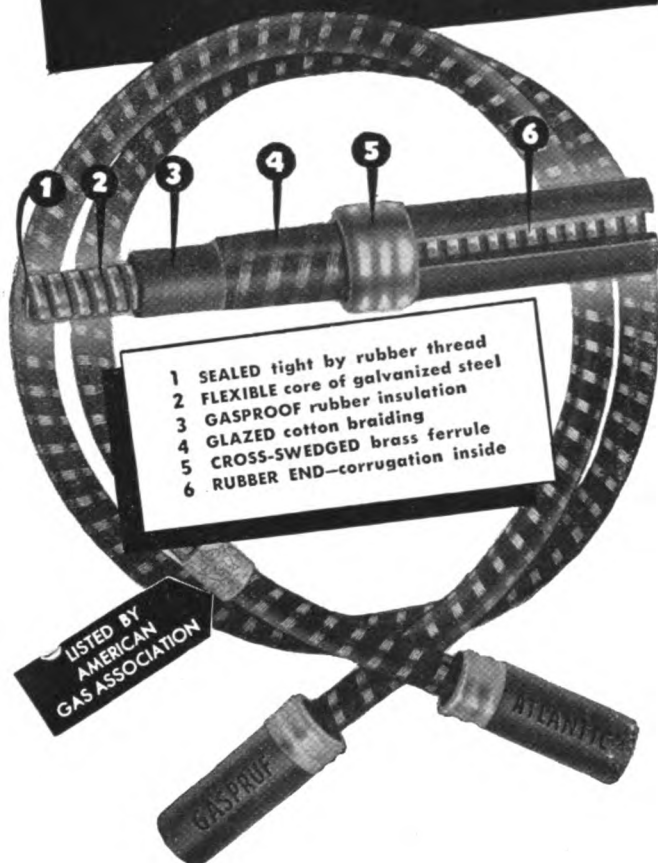
MARTIN-SENOUR COMPANY, Dept. HA-100
2520 Quarry St., Chicago 8, Illinois
Please send me complete, free information on the profitable new "Nu-Hue Colors" line of top-quality paint.

Name

Address

City.....Zone.....State.....

"GASPRUF" GAS TUBING
The leader in **QUALITY ...**
BEAUTY ...
and **SALES ...**



- 1 SEALED tight by rubber thread
- 2 FLEXIBLE core of galvanized steel
- 3 GASPROOF rubber insulation
- 4 GLAZED cotton braiding
- 5 CROSS-SWEDGED brass ferrule
- 6 RUBBER END—corrugation inside

GASPRUF, and only GASPRUF, offers these 6 big selling features for biggest, more profitable gas tubing sales. GASPRUF'S improved construction is backed by Atlantic's 85 years of technical "know-how" . . . its safety and strength tested and approved by gas authorities and our own laboratory. GASPRUF gives customer satisfaction, quick turn-over and steady profits.

Stock lengths of 2' to 8', and 10', 12', 15', 18', 20' and 25'.

ORDER FROM YOUR WHOLESALER

ATLANTIC
TUBING & RUBBER COMPANY
 ESTABLISHED IN 1864

CRANSTON 5 • RHODE ISLAND

Quality makers of

GAS TUBING • BRAIDED GARDEN HOSE
 PLASTIC GARDEN HOSE • RUBBER PRODUCTS

World's oldest and largest makers of Gas Tubing

EARN **BIG** DIVIDENDS
 FOR A LITTLE SPACE



NEW!
 ATTRACTIVE!

"STAY SHARP"
 SELF DISPLAYING UNIT
 BOOSTS KITCHEN
 KNIFE SALES

**FREE WITH
 EVERY ORDER**

Get one on your counter and watch how much faster kitchen knives sell. Each box contains 12 assorted "Stay Sharp" Kitchen Knives, hand honed blades, made of the finest tempered steel, set in gaily colored handles.

"Tested Quality for 100 Years"

Write for FREE Catalog showing complete line of R. Murphy Knives.

R. MURPHY *Knives*

AYER, MASSACHUSETTS

GLASWIK and **FLAMEMASTER**

Merchandisers



Increase your sales of America's leading wicks . . . GLASWIK and FLAMEMASTER. These attractive merchandisers increase sales and **MAKE YOU MONEY!** Wick can be dispensed quickly and easily, with no waste or spoilage. They make excellent counter displays or can be hung on a wall or side of the counter.

**COMPLETE DESCRIPTIVE LITERATURE
 ON REQUEST. WRITE DEPT. A**

**ATLAS ASBESTOS
 COMPANY**

NORTH WALES, PA.

MANUFACTURERS OF ASBESTOS PRODUCTS AND SPECIALTIES

PIPE FITTINGS

Ask your



Put this quick-reference card up in a handy place, make it easy to find your price for ells, tees, reducers, couplings, etc.—all Grabler Package-Protected Pipe Fittings and Nipples, quickly. This card speeds up over-the-counter sales, eliminates errors. Ask your wholesaler's salesman for a copy.

THE GRABLER MANUFACTURING CO.
6565 Broadway • Cleveland 5, Ohio

Packaging, too, makes selling Grabler Package-Protected Fittings and Nipples easier—packages are easier to stock, identifying labels make it easier to find type and size wanted, fittings are kept clean and salable.

The Grabler Manufacturing Company

PACKAGE-PROTECTED PIPE FITTINGS AND NIPPLES

DEALER'S PRICE CARD

MALLEABLE IRON FITTINGS

SIZE	1/2"	3/4"	1"	1 1/4"	1 1/2"	2"	2 1/2"	3"	3 1/2"	4"	5"	6"	8"	10"	12"	14"	16"	18"	20"	24"	30"	36"	42"	48"	60"	72"	84"	96"	108"	120"	144"	168"	192"	216"	240"	288"	336"	384"	432"	480"	528"	576"	624"	672"	720"	768"	816"	864"	912"	960"	1008"	1056"	1104"	1152"	1200"	1248"	1296"	1344"	1392"	1440"	1488"	1536"	1584"	1632"	1680"	1728"	1776"	1824"	1872"	1920"	1968"	2016"	2064"	2112"	2160"	2208"	2256"	2304"	2352"	2400"	2448"	2496"	2544"	2592"	2640"	2688"	2736"	2784"	2832"	2880"	2928"	2976"	3024"	3072"	3120"	3168"	3216"	3264"	3312"	3360"	3408"	3456"	3504"	3552"	3600"	3648"	3696"	3744"	3792"	3840"	3888"	3936"	3984"	4032"	4080"	4128"	4176"	4224"	4272"	4320"	4368"	4416"	4464"	4512"	4560"	4608"	4656"	4704"	4752"	4800"	4848"	4896"	4944"	4992"	5040"	5088"	5136"	5184"	5232"	5280"	5328"	5376"	5424"	5472"	5520"	5568"	5616"	5664"	5712"	5760"	5808"	5856"	5904"	5952"	6000"	6048"	6096"	6144"	6192"	6240"	6288"	6336"	6384"	6432"	6480"	6528"	6576"	6624"	6672"	6720"	6768"	6816"	6864"	6912"	6960"	7008"	7056"	7104"	7152"	7200"	7248"	7296"	7344"	7392"	7440"	7488"	7536"	7584"	7632"	7680"	7728"	7776"	7824"	7872"	7920"	7968"	8016"	8064"	8112"	8160"	8208"	8256"	8304"	8352"	8400"	8448"	8496"	8544"	8592"	8640"	8688"	8736"	8784"	8832"	8880"	8928"	8976"	9024"	9072"	9120"	9168"	9216"	9264"	9312"	9360"	9408"	9456"	9504"	9552"	9600"	9648"	9696"	9744"	9792"	9840"	9888"	9936"	9984"	10032"	10080"	10128"	10176"	10224"	10272"	10320"	10368"	10416"	10464"	10512"	10560"	10608"	10656"	10704"	10752"	10800"	10848"	10896"	10944"	10992"	11040"	11088"	11136"	11184"	11232"	11280"	11328"	11376"	11424"	11472"	11520"	11568"	11616"	11664"	11712"	11760"	11808"	11856"	11904"	11952"	12000"	12048"	12096"	12144"	12192"	12240"	12288"	12336"	12384"	12432"	12480"	12528"	12576"	12624"	12672"	12720"	12768"	12816"	12864"	12912"	12960"	13008"	13056"	13104"	13152"	13200"	13248"	13296"	13344"	13392"	13440"	13488"	13536"	13584"	13632"	13680"	13728"	13776"	13824"	13872"	13920"	13968"	14016"	14064"	14112"	14160"	14208"	14256"	14304"	14352"	14400"	14448"	14496"	14544"	14592"	14640"	14688"	14736"	14784"	14832"	14880"	14928"	14976"	15024"	15072"	15120"	15168"	15216"	15264"	15312"	15360"	15408"	15456"	15504"	15552"	15600"	15648"	15696"	15744"	15792"	15840"	15888"	15936"	15984"	16032"	16080"	16128"	16176"	16224"	16272"	16320"	16368"	16416"	16464"	16512"	16560"	16608"	16656"	16704"	16752"	16800"	16848"	16896"	16944"	16992"	17040"	17088"	17136"	17184"	17232"	17280"	17328"	17376"	17424"	17472"	17520"	17568"	17616"	17664"	17712"	17760"	17808"	17856"	17904"	17952"	18000"	1
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SIZE	1/2"	3/4"	1"	1 1/4"	1 1/2"	2"	2 1/2"	3"	3 1/2"	4"	5"	6"	8"	10"	12"	14"	16"	18"	20"	24"	30"	36"	42"	48"	60"	72"	84"	96"	108"	120"	144"	168"	192"	216"	240"	288"	336"	384"	432"	480"	528"	576"	624"	672"	720"	768"	816"	864"	912"	960"	1008"	1056"	1104"	1152"	1200"	1248"	1296"	1344"	1392"	1440"	1488"	1536"	1584"	1632"	1680"	1728"	1776"	1824"	1872"	1920"	1968"	2016"	2064"	2112"	2160"	2208"	2256"	2304"	2352"	2400"	2448"	2496"	2544"	2592"	2640"	2688"	2736"	2784"	2832"	2880"	2928"	2976"	3024"	3072"	3120"	3168"	3216"	3264"	3312"	3360"	3408"	3456"	3504"	3552"	3600"	3648"	3696"	3744"	3792"	3840"	3888"	3936"	3984"	4032"	4080"	4128"	4176"	4224"	4272"	4320"	4368"	4416"	4464"	4512"	4560"	4608"	4656"	4704"	4752"	4800"	4848"	4896"	4944"	4992"	5040"	5088"	5136"	5184"	5232"	5280"	5328"	5376"	5424"	5472"	5520"	5568"	5616"	5664"	5712"	5760"	5808"	5856"	5904"	5952"	6000"	6048"	6096"	6144"	6192"	6240"	6288"	6336"	6384"	6432"	6480"	6528"	6576"	6624"	6672"	6720"	6768"	6816"	6864"	6912"	6960"	7008"	7056"	7104"	7152"	7200"	7248"	7296"	7344"	7392"	7440"	7488"	7536"	7584"	7632"	7680"	7728"	7776"	7824"	7872"	7920"	7968"	8016"	8064"	8112"	8160"	8208"	8256"	8304"	8352"	8400"	8448"	8496"	8544"	8592"	8640"	8688"	8736"	8784"	8832"	8880"	8928"	8976"	9024"	9072"	9120"	9168"	9216"	9264"	9312"	9360"	9408"	9456"	9504"	9552"	9600"	9648"	9696"	9744"	9792"	9840"	9888"	9936"	9984"	10032"	10080"	10128"	10176"	10224"	10272"	10320"	10368"	10416"	10464"	10512"	10560"	10608"	10656"	10704"	10752"	10800"	10848"	10896"	10944"	10992"	11040"	11088"	11136"	11184"	11232"	11280"	11328"	11376"	11424"	11472"	11520"	11568"	11616"	11664"	11712"	11760"	11808"	11856"	11904"	11952"	12000"	12048"	12096"	12144"	12192"	12240"	12288"	12336"	12384"	12432"	12480"	12528"	12576"	12624"	12672"	12720"	12768"	12816"	12864"	12912"	12960"	13008"	13056"	13104"	13152"	13200"	13248"	13296"	13344"	13392"	13440"	13488"	13536"	13584"	13632"	13680"	13728"	13776"	13824"	13872"	13920"	13968"	14016"	14064"	14112"	14160"	14208"	14256"	14304"	14352"	14400"	14448"	14496"	14544"	14592"	14640"	14688"	14736"	14784"	14832"	14880"	14928"	14976"	15024"	15072"	15120"	15168"	15216"	15264"	15312"	15360"	15408"	15456"	15504"	15552"	15600"	15648"	15696"	15744"	15792"	15840"	15888"	15936"	15984"	16032"	16080"	16128"	16176"	16224"	16272"	16320"	16368"	16416"	16464"	16512"	16560"	16608"	16656"	16704"	16752"	16800"	16848"	16896"	16944"	16992"	17040"	17088"	17136"	17184"	17232"	17280"	17328"	17376"	17424"	17472"	17520"	17568"	17616"	17664"	17712"	17760"	17808"	17856"	17904"	17952"	18000"	1
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GRABLER PACKAGE-PROTECTED PIPE FITTINGS AND NIPPLES ARE
EASIER TO STOCK EASIER TO SELL
EASIER TO HANDLE EASIER TO SHIP
PACKAGING PROTECTS FROM RUST, DIRT AND DAMAGE
EACH FITTING IS WEARABLE, SALABLE, AND PROFITABLE.

GRABLER PACKAGE-PROTECTED PIPE FITTINGS AND NIPPLES DON'T COST YOU A PENNY MORE.

THE GRABLER MANUFACTURING COMPANY
CLEVELAND, OHIO

See Dealer's Price Card for Complete List of Products and Prices
The Grabler Manufacturing Company, Cleveland, Ohio, is the only manufacturer of Grabler Package-Protected Pipe Fittings and Nipples in the United States.
Branches: New York, Philadelphia, Baltimore, Washington, D.C., St. Louis, Chicago, Detroit, Minneapolis, St. Paul, Milwaukee, Indianapolis, Cincinnati, Columbus, Cincinnati

Quick reference price card (14" x 22") gives list prices for all Package-Protected fittings and nipples, provides space for your retail price under each list price. Shows package quantities and weights. On strong stock, easy to write on, with firm grommet for hanging in convenient place.

Sturdy master container in which cartons of fittings are shipped.

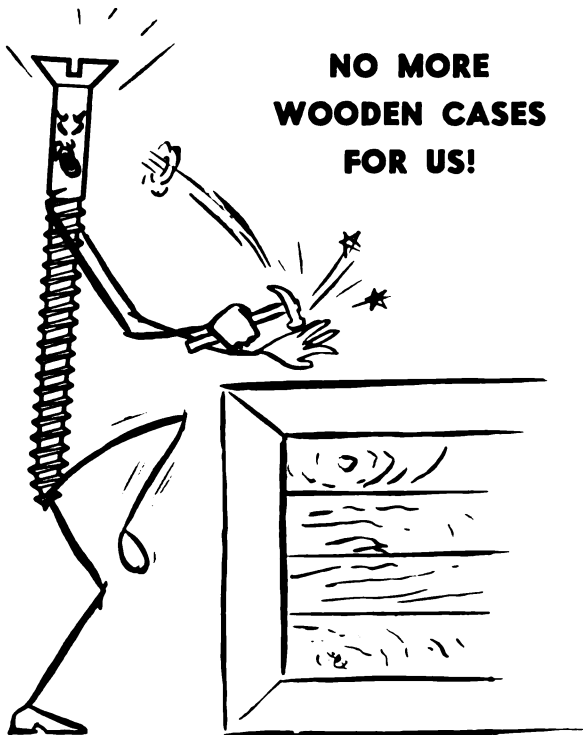
GRABLER

WAREHOUSES: New York • Chicago • Atlanta • Philadelphia • Pittsburgh
Los Angeles • San Francisco • Denver • Dallas • St. Louis • Minneapolis

THE SQUARE "C" LINE INCLUDES: Malleable Fittings • AAR
Cast 120 Cast Fittings • Cast Iron Steam and Drainage
• Street2 • • Steeple Fittings • S. H. H. Ripples • Hand

**Pipe Nipples
and Nipple Assortments — Full
Range of Pipe Sizes from 1/8" to
2" Inclusive; Length "Close" to
6"; Packaged for Easy Handling.**

Malleable Fittings—189 Sizes, 16 Different Types, Packaged in Easy-to-Handle Cartons.



When Ordered in Bulk, SOUTHERN WOOD SCREWS

Come Packed in Steel Cans

What a convenience for you and your customers! No more wooden cases to break open and leak screws! Southern wood screws (in bulk) come packed in indestructible steel cans with sealed locking covers. You're always sure of receiving full measure. Dirt and moisture are sealed out. And in use, the cans can be easily closed and locked after desired quantity of screws has been taken out... sizes can't become mixed.

This packaging convenience is only one of the advantages you enjoy when you sell Southern wood screws. Southern screws are made from finest materials in a modern plant using the most up-to-date manufacturing methods. The easy driving qualities, perfect uniformity and rugged, single-thread construction make Southern wood screws a highly popular and profitable line to handle.

Write today for our new catalogue.

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SOUTHERN

SCREW COMPANY

STATESVILLE, NORTH CAROLINA

KANTLEAK Products

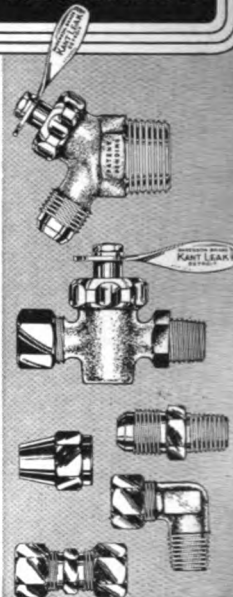
- BRING BIGGER PROFITS TO YOU
- DESIGNED TO DO A BETTER JOB
- GIVE REAL CUSTOMER SATISFACTION

KantLeak Products... a proven line of brass valves and fittings designed in various sizes, shapes and types to meet all requirements. To keep up with demand, Anderson KantLeak Products are being produced in ever increasing volume... lowering your costs... increasing your profits.

• KantLeak Valves... designed with solid bottom and packed top... the ideal shut-off for hard to hold fuels.

• KantLeak Tube Fittings... manufactured true as to thread dimensions and size to meet the most exacting conditions.

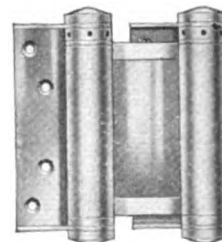
See your local jobber or write to us for further information



ANDERSON BRASS COMPANY

5306 TWELFTH STREET, DETROIT 8, MICHIGAN

ARCHITECTS and BUILDERS AGREE ON **CHICAGO** SPRING HINGES



Type BUT2001

Modern Button
Tip Ornamentation

Streamlined "TRIPLEX" SPRING BUTT-HINGES

Every year more and more Architects and Builders of Modern architecture are specifying Chicago "Triplex" Spring Butt Hinges and here are a few of the reasons why:

1. They are smart looking and streamlined to harmonize with the most modern architectural requirements.
2. Careful and capable designing has created many superior features of time tested advantages.
3. Here is a product that maintains our tradition for quality... a tradition that has guided us through more than 60 years.

Spring Hinges of Quality

Chicago Spring Hinge Co.

CHICAGO U.S.A. NEW YORK

When a paint
is required to
withstand heat

use **Sheffield**
RED HOT

**WILL WITHSTAND
1200° of HEAT**

Here is the one aluminum paint—tailor made for those special jobs where ordinary and extreme heat is a necessity! One coat of Red Hot Aluminum Paint and you have a brilliant aluminum finish that remains attractive for a long, long time. Now... you don't have to apologize for shabby appearances around boilers, stoves, radiators and heating pipes.



REPLACEMENT OF A BUNDLE OF MONEY
★
Guaranteed by
Good Housekeeping
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Red Hot Aluminum Paint is made by an exclusive formula... that offers the answer to a paint protection problem that plant engineers and home owners have been looking for.

NEW

Super-krome

**THE ONE ALUMINUM
PAINT THAT DOES THE ENTIRE JOB**

Now... the new and improved SUPER-KROME, even better than ever before! Featuring an ADDED OIL LENGTH... the NEW SUPER-KROME needs no oil added... even for priming! More than ever before... it is the one aluminum paint that does the entire job... covering wood... brick or metal surfaces with one coat! Interior or exterior... the NEW Super-Krome leaves a brilliant aluminum finish that lasts and lasts. Flows on satin smooth... NEW Super-Krome is ready mixed... and fills the bill every time. A great value... the fastest selling aluminum paint in hardware and paint stores everywhere.

For further details... descriptive folders and advertising sales helps... write today to...



Sheffield Bronze PAINT CORPORATION
ONE OF THE WORLD'S LARGEST
MANUFACTURERS OF ALUMINUM PAINTS
CLEVELAND 19, OHIO



DIAMOND

TOOL DISPLAYS

Diamond Calk has just come out with a new and complete line of tool display boards for quick self-merchandising. Each tool is easily removed, and may be replaced with another. Write for our complete line.



HOLIDAY TOOL SETS



Diamond tool sets make handsome, practical Christmas gifts, attractively put up in colorful holiday boxes.

DIAMOND CALK HORSESHOE COMPANY

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Thousands of Users Say

"Rapid is the World's Best Slaw and Vegetable Cutter"

NOW! Gift Wrapped For Christmas Sales!

RAPID Slaw Cutters and Salad Sets make wonderful Christmas gifts. They are so useful, so well made, and they appeal to every woman.

Right now RAPID 8's and 10's are being shipped individually boxed, and wrapped with gay Christmas design Cellophane bands, full of gift-appeal to bring you extra holiday profits!

No. 8—with safety guard, a 95¢ seller—\$7.60 per doz.
No. 10—Salad Set, with fine and coarse shredders, slicer, grater, and guard. (Sells for \$1.25 or more.)—\$10.00 per doz.
Terms: F. O. B. Bluffton, Ohio.
Boost your Christmas Sales. Order today and avoid the last minute rush.

If your jobber cannot supply you, send his name with your order, and we will ship direct.

The Quality Reputation
for Thirty-Four Years

HEAVILY
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HAMMER
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GUARANTEED
SHARP
FOR 10 YEARS

BLUFFTON SLAW CUTTER COMPANY
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HURRICANE POWER MOWERS Cut a Wide Swath of PROFITS FOR YOU!

2 great proven
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HURRICANE
JUNIOR
For the Small
City Lawn



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A 1950 SELLOUT!

HURRICANE is the sturdy, dependable, rotary power mower that sells quickly . . . makes happy customers.

SALES-MAKING HURRICANE FEATURES

- 4-cycle, 1½ h.p. gasoline engine.
- Automatic governor for constant speed.
- Full-floating friction drive.
- Rust-proof, silver-plated drive shaft.
- Lightweight malleable aluminum chassis.
- Ball-bearing wheels.
- Tempered steel fan-tip rotary blade.

HURRICANE
SELLS ITSELF!
Orders accepted
right now for
prompt delivery!

ATTENTION JOBBER:

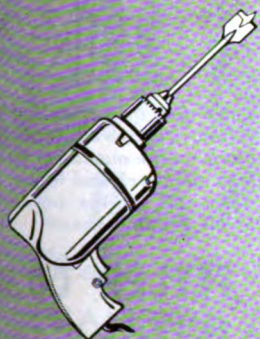
A few choice territories open.
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NATIONAL METAL PRODUCTS CO., INC.
Dept. H-2, 2722 Cherry Street
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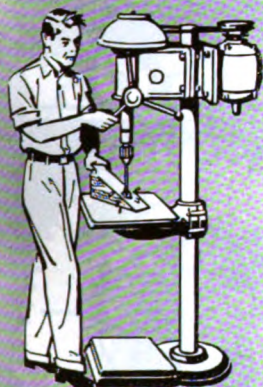
Send me Hurricane literature, prices and selling features.

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NEW POWER AUGER BIT



Fits all Electric Hand Drills. Six driving flats on shank—permits easy chucking plus positive drive. Expands your light duty $\frac{1}{4}$ " electric drill to 1" capacity.



Use in Drill Presses or Power Tools. Fast cutting, clean holes—at any angle — through plastics, fibre and hard ply woods, without regard to knots or grain.



SET NO. 736

SET No. 736—Complete range 1 each: $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{5}{8}$ ", $\frac{3}{4}$ ", $\frac{7}{8}$ " and 1". LIST PRICE \$6.50

Individually packaged or in complete sets, in strong attractive display box.

Consumer literature available upon request through your Wholesale Distributor.

FITS $\frac{1}{4}$ " CHUCK CAN'T SLIP IN CHUCK

**LIGHT WEIGHT
FREE CUTTING
DURABLE**



- BORES FASTER
- CUTS EASIER
- SMOOTHER HOLES
- EASILY
RESHARPENED
- LONG LIFE
- EASILY CENTERED
- WON'T WALK
- PRECISION GROUND

LIST No. 730

$\frac{3}{8}$ "	\$1.00 each
$\frac{1}{2}$ "	1.05 each
$\frac{5}{8}$ "	1.10 each
$\frac{3}{4}$ "	1.15 each
$\frac{7}{8}$ "	1.20 each
1"	1.25 each



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CHICAGO LATROBE

411 WEST ONTARIO STREET
CHICAGO 10, ILLINOIS

... remember
the round
milk bottle?

it died a natural death



squared
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Round home appliances and housewares have passed out of the picture. Why? Because product designers know that the new squared design is more modern . . . has more functional utility . . . holds more, conserves space, fits snugly into corners.

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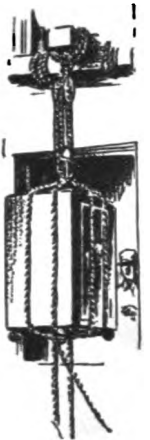
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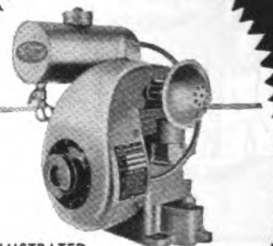
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Make

Sell him

friends

CHANNELLOCK

Made only by
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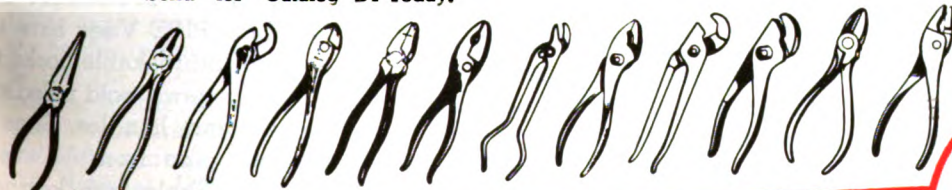
Your customers rely on YOUR judgment in making their purchase! Here is a sure way to make friends—When they say "I need a pair of pliers" sell them Channellock. You know Channellock will perform perfectly—for its made by skilled craftsmen, by a company known for nearly 3/4 of a century as the makers of highest quality products.

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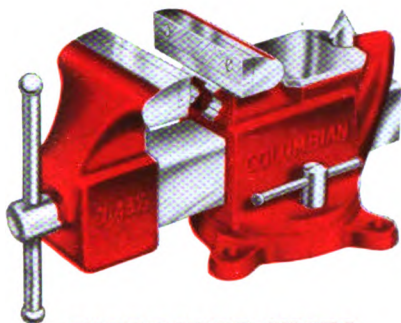
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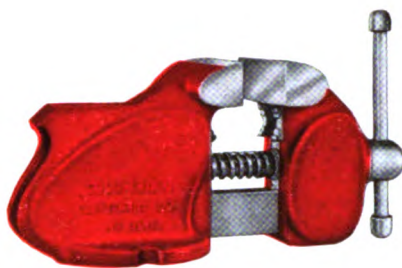
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WORKSHOP VISES

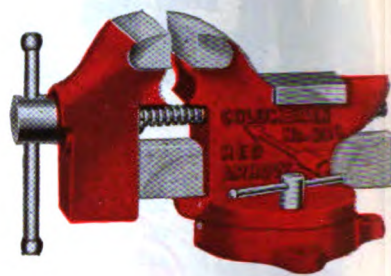
Sturdily designed with covered screw, heat-treated jaw faces, "Tri-Grip" permanent pipe jaws, swivel base. 2 sizes—3½" and 4" jaw widths and 4" and 5" jaw openings. For home workshop, garage and general use.



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"PENNYPINCHER" VISES

Columbian meets the demand for the low-priced vise with the Columbian "Pennypincher". Jaw width 3½", jaw opening 3", stationary base, weight approx. 9 lbs.

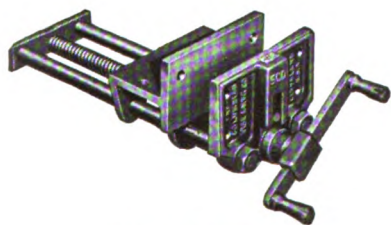


"RED ARROW" VISES

Strong balanced castings, heavy steel beam and built-in pipe jaws, large anvil face and swivel base. 3½" jaw width and 3½" jaw opening. Individually packaged like all Columbian Vises.

COLUMBIAN VISES

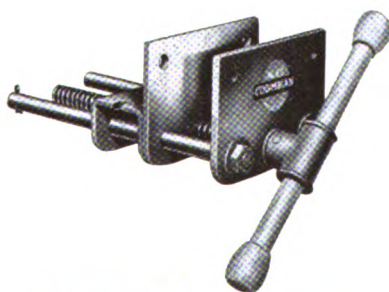
There is a Columbian Vise for every need and purpose — all are made to the highest standard of quality, workmanship and engineering.



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WOODWORKER'S VISES

Continuous Screw—Rapid Acting Columbian Woodworkers' Vises are finding increased uses in many plants particularly for the more ordinary types of pattern work. These durable low cost vises are sturdily built with jaw openings up to 12 inches.



WOODCRAFT VISES

Quality woodworkers' vises at low cost ideally suited for home-shop work bench. Available with fabricated steel front and back jaw parts or strong cast iron jaws with adjustable steel dog in front jaw. Jaw openings 7".



HINGED PIPE VISES

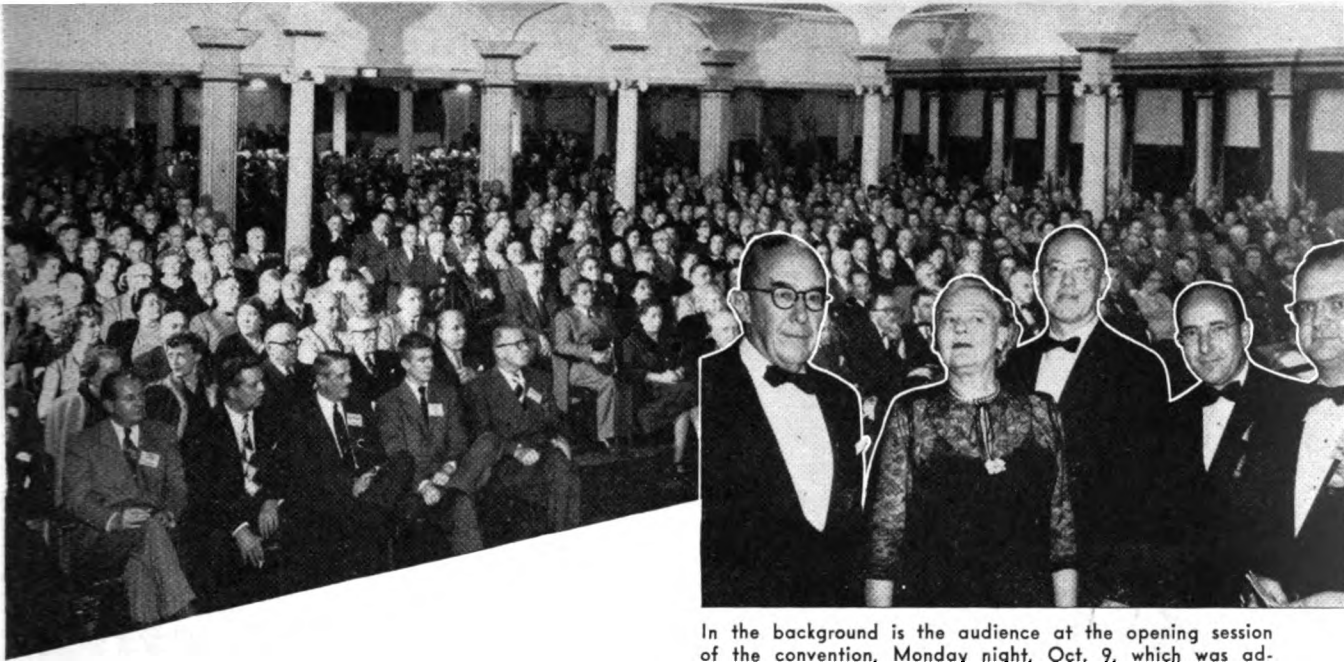
Columbian Malleable Iron HINGED PIPE Vises have self-locking unbreakable hooks, tool steel pipe jaws, cold rolled steel screws and handles. Sizes for holding pipe from ⅛" up to 12". Available with long jaws or interlocking jaws.

THE COLUMBIAN VISE & MFG. COMPANY

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CLEVELAND 4, OHIO

THE WORLD'S LARGEST MAKERS OF VISES



In the background is the audience at the opening session of the convention, Monday night, Oct. 9, which was addressed by Miss Dorothy Thompson who is shown in the inset. With her are, left to right, H. F. Seymour, Columbian Vise & Mfg. Co., retiring AHMA president; Dr. Arthur L. Faubel, secretary-treasurer, AHMA; Thomas A. Fernley, Jr., executive secretary, NWA, and John H. Mize, Blish, Mize & Silliman Hdwe. Co., retiring NWA president.

A Report on the

Atlantic City Convention

The myriad problems of the hardware industry were put under the microscope last week and carefully scrutinized by the largest group of manufacturers and wholesalers ever to attend the joint meeting at Atlantic City.

This meeting, which encountered weather as mixed and confusing as the problems which face the hardware trade today, represented the 99th semi-annual meeting of the American Hardware Manufacturers Association, the 56th annual convention of the National Wholesale Hardware Association, and the 40th annual meeting of the National Association of Sheet Metal Distributors.

Attendance at the meeting, which was held Oct. 9 to 12, reached a new all-time record of 2540 registrations, topping the previous record of 2480 registra-

tions in 1948. Attendance in 1949 was 2301.

The meeting got underway with the popular Central States Hardware Club dinner and entertainment on Sunday. The business sessions, all of which were held at the Marlborough-Blenheim Hotel, were inaugurated on Monday with a 2½-hr contact area period. The value and usefulness of this period was universally acknowledged. The expansion of this project from a hotel to the Auditorium, as is scheduled for next year's meeting, is expected to further enhance its value.

The opening meeting on Monday night saw columnist Dorothy Thompson speaking on "These Critical Days." A resume of her comments is published in this issue. Business session then followed one another in rapid succession, each one being charac-

terized by heavy attendance and active discussion from the floor. So many worthwhile speakers appeared on the programs that it is impossible to select any one as outstanding. A reading of their talks, which are published in this issue, will give one an excellent picture of what is happening both inside and outside the hardware industry.

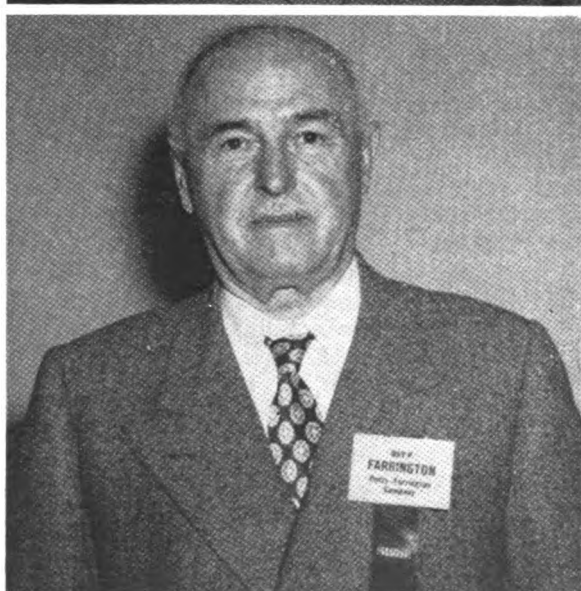
Election of officers saw George H. Halpin, of Minnesota Mining and Manufacturing Co., St. Paul, elected president of the American Hardware Manufacturers Assn. William P. Tracy, of Tracy-Wells Co., Columbus, Ohio, was selected to head the National Wholesale Hardware Assn., and Ray P. Farrington, of Potts-Farrington Co., Philadelphia, was re-elected president of the National Assn. of Sheet Metal Distributors. A complete list of the new officers of all three groups is pub-



**New AHMA
President
GEORGE H.
HALPIN**



**New NWHHA
President
WILLIAM P.
TRACY**



**NASMD
President
R. P. FARRINGTON**

lished elsewhere in this issue.

The National Wholesale Hardware Association, at its concluding session on Thursday, unanimously adopted a resolution calling upon its members to urge their Congressmen to secure some provision for taxation of cooperatives in the next tax revenue bill. Thanks was also expressed to Seth Marshall, chairman of Committee on Cooperatives, for his and his committee's work in behalf of tax equality.

Thomas A. Fernley, Jr., executive secretary, NWHHA, reported to the association's members that sales of member companies cooperating in the association's studies, were up 20 pct the first nine months of 1950, compared with the same period last year. Third quarter sales volume showed a gain of 46 pct. Inventories, as of Sept. 30, were 8 pct higher than a year ago and 11 pct higher than for the period ending Dec. 31, 1949. Accounts receivable on the books of the same companies equaled 40 days, as against 33 days a year previous. He also reported that there is currently talk in Washington of setting up a system of M orders on steel, tin, and solder.

The Sheet Metal Distributors adopted a resolution which urged that "members communicate frequently with their Congressmen concerning the need for immediate legislation which will place cooperatives on the same basis as taxpaying business enterprises."

In another resolution this organization authorized its executive secretary to "address a communication to the Administrator of the National Production Authority and any other agency that might issue regulations affecting our industry, pledging the fullest cooperation of our Association and its individual members, and acquaint said agencies with the valuable and indispensable functions performed by our members."

Thomas A. Fernley, Jr., executive secretary, announced that the association presently has 127 member firms. A number of other firms have been proposed for membership.

President Farrington in his annual message reviewed business conditions in the merchant metal business. He told that distributors enjoyed good business through the first quarter of 1949, but that after April of

that year sales dropped off and did not improve greatly until just before the Korean war outbreak when there was a decided upturn. He stated that distributors' inventories are now greatly depleted.

In his report to the annual meeting of AHMA on Thursday, Dr. Arthur L. Faubel, secretary-treasurer, said in part: "I refer first to what I believe was to all of us the untimely passing last December 26 of my friend and predecessor, Charlie Rockwell, and because of the friendship between us that went back a quarter of a century I cannot help making this reference more personal than it otherwise would be.

"Charlie was not here a year ago because his doctor thought it would be better to avoid the strain of a national convention but I recall as though it were only a week or so ago writing him three letters during the course of the convention and how interested he was in them and how grateful he was for the reports I sent him from what was to him a field of action in which he had played so conspicuous a role since

1926. On Jan. 9 the Secretary's office sent out to our entire membership an announcement of Charlie's passing which included a tribute to his record while Secretary of the Association."

Dr. Faubel next referred to the association's membership, now totaling 425, a net increase of 16 new members resulting from an acquisition of 30 new members with an offsetting loss of 14 resignations. The new members are: Acme Line Mfg. Co., Traverse City, Mich.; Adjustable Clamp Co., Chicago, Ill.; Aircapitol Manufacturers, Inc., Wichita, Kan.; Chattanooga Implement & Manufacturing Co., Chattanooga, Tenn.; Clinton Machine Co., Clinton, Mich.; Cortland Line Co., Inc., Cortland, N. Y.; Delaware Tool Steel Corporation, Wilmington, Del.; Deniston Company, Chicago; Farm & Ranch Publishing Co., Nashville, Tenn.; Fulton Bag & Cotton Mills, Atlanta, Ga.; General Electric Co., Lamp Dept., Cleveland; Hardware & Housewares, Chicago; James Heddon's Sons, Dowagiac, Mich.; Heineke & Co., Springfield, Ill.; J. T. Henry Manufac-

turing Co., Hamden, Conn.; Huffman Manufacturing Company, Dayton, Ohio; Johnston Lawn Mower Corp., Ottumwa, Iowa; Metal Products Corp., Miami, Fla.; Midway Tool Co., Inc., Cincinnati; National Tube Co., Pittsburgh; NoMotor Corp., Cincinnati; Ostberg Seed Co., Chicago; Outers Laboratories, Inc., Onalaska, Wis.; Charles Parker Co., Meriden, Conn.; Service Products Division, Woodall Industries, Inc., Skokie, Ill.; Skilsaw, Inc., Chicago; South Bend Bait Co., South Bend, Ind.; Southland Mower Co., Inc., Selma, Ala.; Stanley Electric Tools, New Britain, Conn.; West Virginia Steel & Manufacturing Co., Huntington, W. Va.

Dr. Faubel reported next on the attendance at the Southern convention held in Cincinnati last April, at which the final count indicated a total of 1,417 in attendance compared with 1,359 attending the Southern Convention in Palm Beach in 1949 and 1,346 in attendance at the 1948 Southern convention in Cincinnati. The report indicated

(Continued on page 230)



The Central States Hardware Club entertained more than 425 convention guests with a stag dinner and entertainment in the American Room of the Traymore Hotel, Sunday night, Oct. 8. Guests and club officers at the guest table are, left to right: Sim Strauss, Arvey Corp.; James A. Billings, Club treasurer; Ben Leve, The Carborundum Co., secretary; E. J. Yates, McGregor Hdw. Co., president, Hardware Golf Assn.; E. J. Flood, American Chain & Cable Co., vice-president; Rol B. Plumb, Russell, Burdall & Ward Bolt & Nut Co., president; Will J. Feddery, HARDWARE AGE; George H. Beaudin, J. Wiss & Sons Co.; Walter M. Floto, American Steel & Wire Co.; H. Lee Murphy, Richards-Wilcox Mfg. Co., chairman, entertainment committee; Andrew R. Meyers, General Hdw. Corp.; Frank J. Koch, McKinney Mfg. Co., and Robert W. Dierker, Gary Screw & Bolt Division, Pittsburgh Screw & Bolt Corp.

The Outlook for Steel



CHARLES M. WHITE

Some types of steel will be harder to get than others. Sheet and strip will be tighter, are Mr. White's forecasts. In addition, there will be financial problems and manpower problems and finally there are the dangers of present governmental policies and philosophies.

By C. M. WHITE,
President,
Republic Steel Corp.

Let's look at the steel picture closely. What about steel capacity? How well has the industry provided facilities to produce steel? What is the outlook for steel in the near future?

To answer those questions let me give you some figures—figures with which you may be familiar but which bear repeating.

In 1939 the steel industry had a capacity of nearly 82 million tons per year and we produced and sold nearly 53,000,000 tons. We were beating the bushes for orders. Steel consumers like yourselves were being well served. You got what you needed with no more than the normal interval between order and delivery.

Then World War II exploded in Europe. We began to get orders—sizable orders—from abroad. They were filled without hardship to the domestic market. Nevertheless, the steel industry continued to expand, not because anyone told it to, but because it was the thing to do. It looked as though business was picking up. Each com-

pany wanted to protect its customers and get its full share plus of the coming business.

Then came Pearl Harbor and we got into the war. The responsibility for furnishing steel to build a long-neglected defense for this country fell on the steel industry's shoulders. Not only was steel needed for munitions for ourselves and our allies—guns, tanks, planes, combat ships, ammunition—but steel was needed to build cargo carriers and freight cars by the thousands, new plants, refineries, and pipelines.

1944 Steel Capacity

Partly with its own funds, and partly with Government funds, the industry expanded until by 1944 the capacity had mounted to over 93 million tons a year. The peak of this country's war requirements was reached a year earlier—in 1943. In that year steel shipments for direct war use totaled 22,800,000 tons, or 38 pct of the total year's shipments. The industry took care of all direct war needs

and was still able to allocate steel for indirect war needs and for some civilian uses.

In 1945 when the war ended, the capacity of the steel industry had been increased to 95,500,000 tons. You may well be grateful that the industry paid so little attention to the gloomy postwar predictions of the Government soothsayers. We were headed for the most disastrous depression of all time, they said; the nation was overbuilt and 6 million men would be looking for jobs.

Steel demands mounted, earnings improved, and 60 pct of those earnings went right back into the expansion and improvement of plant and production facilities. From 1946 to 1949 inclusive, the industry expanded steadily. During those years it spent (from earnings) one billion dollars in the face of an inadequate price structure. Capacity as of today has reached the unbelievable peak of more than 100 million tons a year.

Of course, there were steel shortages during the past five

years. We were trying to fill a 15-year demand for consumer durable goods. We were rebuilding our economy for peacetime. Had we, during those years, been able to furnish all the steel as fast as it was needed, we would have worked ourselves out of prosperity and into depression, as needs were filled and demand dropped.

Of course, you had to wait for steel. The trouble is that too many of us have forgotten that in the olden days it was perfectly normal to wait several weeks for steel orders to be filled.

This brings us up to date. Today we are building cars at the rate of 9 million a year, refrigerators at the rate of 6,600,000 annually, housing at the rate of 1,300,000 dwelling units a year, and stoves at the rate of 4,600,000 a year. And now something new has been added—another war—on top of this unprecedented demand, plus a rearmament future which may stretch into the fuzzy future.

The industry is planning even further expansion. By the end of 1952, capacity will be up another 9 million tons—more than 25 pct of the total capacity of 33 million ingot tons possessed by the Iron Curtain countries.

Steel Shortages

Don't misunderstand me. Some types of steel will be much harder to get than others. Sheet and strip will be tighter. War requirements will take a substantial percentage of the maxi-

mum annual hot rolled sheet and strip capacity of from 21 to 22 million tons. In addition, some sheet and strip capacity will be changed over to plate production.

There will be civilian shortages of some types of alloy steels for the necessary alloys are in short supply. Pipe may well be another tight product.

One of the facts that even some well informed people fail to realize is that increasing steel capacity is not merely a question of building more steel plants. Before that added capacity could be built, a serious financial problem would develop.

At present costs, new steel capacity requires an investment of about 300 dollars per annual ton of capacity. It would cost \$300 million to build a one million ton plant. In contrast, present steel capacity represents an investment of approximately \$50 per annual ton of capacity. I leave it to you to dope out the selling price of steel in a \$300-per-ton plant. It might be out of this world.

In addition to the financial problem there is the problem of materials and manpower. If we had 10 million tons of additional steel capacity today, I doubt if much of that 10 million tons could be used.

Additional raw materials and manpower would be almost impossible to get.

Alloys present another problem. But even though we were able to get all the necessary raw materials, there would still be

tremendous difficulty in manning the mills.

In addition to the man hours needed to make a ton of steel, many more are required to turn that ton of steel into an airplane motor, a gun, or a tank. If we find ourselves in a full war program, the bottleneck will not be steel, but skilled men to fabricate that steel.

But, in spite of our lack of knowledge, despite the absence of any blueprint for the future, the nation's steel capacity will increase by another 9 million during the next two years. And let me repeat—there will be no lack of steel for war materials, but there will be shortages in some fields of civilian supply, and we might as well face it.

Now to the second part of this discussion—"The Outlook in Government."

Government's Failure

I am convinced that this country is now facing a tragically real and fundamental danger. This danger is that, while we are attempting to secure the economic and political freedom of other people, we are losing our own freedom.

It took a public uprising to ditch price controls and rationing after World War II, but rent control, credit restrictions, and export controls—supposedly emergency measures—are still with us.

Today we have a whole new series of controls, recently passed by Congress. Many are undoubtedly necessary in the present situation. But I wonder how many of these emergencies will become permanent, just as their predecessors did. Will our own freedom be further watered down while we fight for the freedom of other peoples much less advanced in civilization, thousands of miles from here? It's something to think about mightily seriously—and cast some votes about, too.

But it isn't only the controls which have become fixed in our laws that concern me and should concern you. There are in addition the hidden controls that have spread like mold in a bread-box.

Do you have any control today over collective bargaining with your employees? True collective



More than 50 members and guests attended the dinner of the Old Guard, at the Brighton Hotel, Tuesday evening, with L. S. Pickup, The Stanley Works, president of the group, presiding over the festivities. Arrangements were in charge of George H. Harper, Baltimore, Nesco, Inc.

bargaining has gone into the scrap heap. Governmental, industry-wide wage setting has become the practice, the actual reality. You know that is the truth.

The administration has been urging, and Congress has been considering, even more hampering controls. Fortunately, Congress has been smarter than the administration in sensing the public reaction, and has put them on ice—but only for the moment.

I refer to these: The Spence bill, the Brannon farm giveaway plan, a real honey for disposing of the taxpayers' money; compulsory socialized medicine, which we need about as much as we need twin moons. These are only a few in the bag of tricks. But all of them are clearly designed to decrease individual freedom and increase the pressure of the Government on the lives of the people.

Socialistic Government

What frightens me most is that the Government is socialistically control-minded and has found a large number of suckers who don't see that they are being taken for a ride. It is constantly offering these patent medicines under the guise of cures for some admitted welfare ills, but they are phonies, just sugar pills which don't even relieve the pain and in time produce worse cramps. They simply take away, one by one, and so slowly it is imperceptible except to the most wary, the right of free action by the individual.

History proves that once a socialistic-minded Government gains control, it hangs on like grim death and never abolishes it. On the contrary, it dreams up controls for controls' sake—and the jobs of those enforcing them, and produces a nation of snoopers. Look at the recent experience of Great Britain.

None of us is so naive that he believes a war or a big defense program such as we should be carrying out can be conducted on a "business as usual" basis. In organizing for an over-all effort there must be Government regulation, guidance and broad planning. This is essential and desirable. But if we are to end this war effort as free a people as we began it, business must

be given greater responsibility and controls must be kept to an irreducible minimum. Then, in the happy day when peace breaks out, emergency controls should be ended quickly, and finally.

Business A Whipping Boy

Unfortunately, the trend seems to be the other way. We know from experience that this particular administration will continue to use business as a whipping boy as long as it can get away with the act. It will continue its campaign against business, particularly big and successful business—a miserable reversal of the time-honored American belief that growth and success ought to be admired.

It became fashionable to kick business men around about the same time that Communists began infiltrating their ideas and their persons into some C.I.O. unions, from which they are only now being rooted out, and into the Government, as recently testified by some of the culprits.

The earnings of business are continually being denounced and made to appear as an evil thing, instead of something normal and necessary. Yet they know that if business had earned nothing during the past few years, the expansion which has already taken place, and which will produce those needed war materials, would have been impossible. One of the chief reasons the steel industry is not larger, is the hazard of profit per ton on a basis of the present day cost of new capacity.

They know, too, that without earnings, our 1949 national income would never have totaled 217 billion dollars and the impact of the \$56 billion federal, state, and local taxes would have been even tougher than the 26 pct of the national income which it actually was. In fact, of that \$56 billion tax bill, corporations paid 19 pct directly as income tax, 11 pct as property taxes, and 6 pct as social insurance taxes—36 pct of the total tax came directly from corporations, the good old whipping boys. In addition, the wages, salaries and dividends paid by corporations were a major part of the personal income from which 33 pct of the total taxes came, leaving

about 31 pct to come from sales taxes, excise, and customs duties, personal property, and similar taxes—all sources affected to a great extent by corporate earnings.

How long would a busted industry be the source of taxes of these vast proportions? The Government—and the labor unions, too—forget that only a business which makes money can pay taxes, stay in business and furnish jobs. That's only simple common sense. But it has become almost a sin these days to stay out of bankruptcy.

Almost day by day wage increases are granted in important industries. They are of necessity followed by price increases. The foolish economic philosophy which Washington bureaucrats and union leaders have in recent years attempted to foist upon the country, namely, that wages can be increased without increasing prices, has been thoroughly discredited by recent history.

Business is denounced simply for being big.

"Let me tell you, when you hurt big business you hurt little business and every man, woman and child in this country. When you are tampering with bigness—the thing that has made this country great, I urge you, from the bottom of my heart, to proceed with caution."

Divide and Conquer

In denouncing big business the Government is following its "divide and conquer" policy—trying to separate business into two antagonistic groups, big and little. But there are so many questions I would like to have answered.

Is a business big that employs 1000 or 10,000 or 100,000 people? Or is the degree of bigness based on the number of customers it has? Or does bigness depend on annual volume or earnings?

Under Congressman Celler's theory, you don't have to monopolize to be a monopoly. If three or four or five companies together have the power to monopolize, then, there need be no evidence that the companies are banded together to monopolize

(Continued on page 222)

The Business Outlook

A 6-point program for stabilizing the price structure is offered by banker. He declares that the heritage left us can be defended courageously on the battle front and still be lost 'through political cowardice, greed and improvidence at home.'

By CHARLES F. NAGEL

Vice President,
Provident Trust Co. of Philadelphia



CHARLES F. NAGEL

Business forecasting is a hazardous undertaking under the most favorable circumstances. To attempt any long range forecast for business under existing world conditions would be to indulge in idle speculation.

The arbitrary decisions of a thoroughly ruthless and unprincipled group of conspirators operating from within the Kremlin will continue to exercise a more powerful influence on the course of events in this country than any of the factors which normally determine the business outlook.

Before looking ahead, we might take a quick look back. Behind us are five years of unprecedented peacetime business, employment and national income. Notwithstanding this unparalleled prosperity, our Federal Government operated at a deficit in three of the five years, thereby achieving the doubtful distinction of having balanced its budget in only two years of the last 20.

This prodigality has sabotaged the American dollar to the

extent that its purchasing power is currently less than 58 pct of its 1939 value. Throughout the post-war period, the tremendous productivity of the American industrial system has been as potent a factor in retarding this inflation as it was in defeating the Axis powers.

The present year 1950 opened with almost universal predictions of a high level of business activity for the ensuing six to 12 months. The temporary slump, including a moderate break in commodity prices, which characterized the first quarters of 1949 and 1948 was conspicuously absent in 1950. The large insurance dividend disbursed to veterans countered the deflationary influence of the usual heavy first quarter tax payments. The automobile and housing industries, upon which the post-war boom had leaned so heavily, offered little evidence of waning vitality, and the saturation point was not expected to be reached for many months.

Notwithstanding the existing

inflationary tendencies, the Administration was more fearful of a reversal of the trend and advocated a program which promised additional fuel for the inflationary fires. With construction costs already at an all time high, Government mortgage financing policy moved to inflate them further by raising loan limits, lengthening maturities, and by reducing the interest rate on F.H.A. insured loans from 4½ to 4¼ pct. The most extravagant peacetime budget in our history was offered to the American people with the argument that the indicated deficit was not nearly so much to be feared as certain alternatives.

The fantastic Brannan Plan was presented as the Administration farm program even though its most ardent advocates were unwilling to hazard a guess as to its cost. The Commodity Credit Corporation sought funds to build additional storage facilities for farm products purchased to support the existing high prices. The Federal Reserve System received little cooperation in its anti-in-

flationary efforts from a government leadership which preached thrift to its citizens and itself practiced unbridled extravagance.

Even before the Korean invasion had demonstrated the need for considerably larger defense expenditures, the cost of government, Federal, State and local, had increased to the point that it absorbed one fourth of our national income, according to the Department of Commerce.

Such was the general situation when the Communist leaders gave the signal to test the willingness of the United States and other freedom loving nations to resist armed aggression against one of their number. The prompt and effective response of our Government to the Korean invasion was accorded almost universal bi-partisan support.

Resumption of actual war together with the announcement of a marked increase in defense expenditures and the related diversion of productive facilities from civilian goods to war material stimulated the recollection of wartime shortages.

History Repeats

Consumers rushed to stores and quickly depleted supplies of sugar, butter, tires, electrical appliances and other products which had been difficult to obtain in World War II.

Not only was a shortage of most of these products not imminent but surpluses in some commodities such as sugar actually had threatened to present a marketing problem. President Truman properly characterized this

consumer hoarding panic as "silly" and unpatriotic. The buying panic gradually subsided but not until after such demonstrations as a rise of over 40 pct in department store sales for one week in July compared with the same week in 1949.

Business Also Grabbed

Industrial consumers did not remain altogether on the sidelines during this spree. The already tight situation in many types of steel, copper and other metals was aggravated by forward and in many cases duplicate ordering. Dealers in many lines went beyond the restocking of shelves.

The overall result was to precipitate at least temporarily the very situation which was feared. Scarcities developed and production schedules, particularly in small manufacturing plants, were interrupted. Prices rose across the board and as of Sept. 26 the Bureau of Labor Statistics index of all commodities stood at 169.4 (1939 = 100), with .5 of the post-war high and 7.4 pct above the pre-Korean level. During this period when they should have been declining, the price indexes of Farm Products and Foods rose 8.4 pct and 9.2 pct respectively. Other commodities in the index as a group rose 7.5 pct.

Ever since the news was received that the North Korean Communists had crossed the 38th Parallel, businessmen have been trying to obtain the answer to such questions as:

(1) To what extent will government spending for defense be increased over the \$13.5 billion

annual rate originally budgeted for the current fiscal year?

(2) To what extent will the armed forces be enlarged?

(3) To what extent will the production of goods for the civilian market have to be curtailed to accommodate the increased defense requirements?

If, after four months of war, anyone in Washington has the answers to these fundamental questions, they are being withheld from those most vitally concerned. Maybe it is unreasonable to expect reliable answers to such questions at this stage of the game. On the other hand one is inclined to wonder what has been done with the \$50 billion spent by our Government for defense in the past four years, if it has not been devoted largely to planning for such an emergency as that which confronts us.

There is ample evidence that comparatively little of it was spent on fighting equipment or upon maintenance of military personnel.

What \$50 Billion Buys

In these days when big figures are commonplace, we might overlook the true significance of this four year defense appropriation of \$50 billion. It would have bought all the automobiles, trucks, and all other products sold by General Motors Corporation and Chrysler Corporation in the past four years, plus all the steel and other products sold by United States Steel Corp., Bethlehem Steel Corp. and Republic Steel Corp. in the same period, plus all the electrical equipment and appliances sold



View of Atlantic City boardwalk with convention hotels in the background.

by General Electric Co. and Westinghouse Electric Corp., plus the chemicals, nylon and rayon, paint and all other products sold by E. I. duPont de Nemours & Co. in the four years 1946-49 inclusive.

If we are to learn a lesson from this rather sorry experience of paying for preparedness without achieving it, that lesson is that Congress must not be content alone to appropriate funds for defense but must see to it that the American people get real value for their money.

The greatly stepped up rearmament program will obviously exert a strong influence on economic conditions in the United States for an indefinite period ahead. The nature and extent of this influence are not easily determined. There is much disagreement as to whether we can produce more "guns" and still have plenty of "butter." Our World War II experience is frequently cited as a criterion, but even a superficial analysis discloses that the present situation is radically different from that which existed in 1941.

Greater Employment

At that time there was considerable slack in our economy with unemployment averaging over 5,000,000 compared with less than 3,000,000 today.

On the other hand our population and labor force have increased over 14 pct in the interim.

The productive capacity of our industrial plant has increased by an estimated 21 pct. Electric power capacity is up 57 pct. The \$75 billion spent by American industry since World War II to expand and modernize its plant is a remarkable tribute to its faith in the future of America and in the continued vitality of the competitive enterprise system. Such capital investment has been a prime factor in the tremendous productivity which has won two world wars and raised living standards in this country to levels undreamed of even a generation ago. However important this recent expansion program looms at this critical juncture, it was not universally acclaimed at the time.

The civilian economy is better supplied with goods now than in 1941. Even the automobile and



The X-Club luncheon, Tuesday, in the Chevy Chase Room, Marlborough-Blenheim, was presided over by Chief-X Edward F. Pritzlaff, John Pritzlaff Hardware Co., Milwaukee, Wis., and was attended by more than 30 members and guests. Guest speaker was Charles M. White, president, Republic Steel Corp., who had addressed the manufacturers' session that morning. The club is comprised of past presidents of AHMA, NWA, SWHA, Texas Hardware Jobbers' Association and the Old Guard. Arrangements for the luncheon were made by George H. Harper, Baltimore, Md., secretary-treasurer.

housing industries gave some evidence of approaching a toping out stage of demand immediately before the Korean War touched off a new flurry which raised new car and truck registrations to a record breaking 810,500 in August and boosted housing starts to a level which forecast an all-time high in excess of 1,400,000 for the year 1950.

Financing restrictions ordered by the President have had a constructive moderating influence and even before these became effective, the National Association of Real Estate Boards found that construction of homes priced at \$8,000 and up had caught up with demand in 65 pct of 470 cities covered by its survey.

A comparison of the probable requirements of the current rearmament program and the actual requirements of World War II discloses marked dissimilarities. In 1941 we entered the most destructive war in history. We had to supply not only our own forces but those of our Allies, including Russia. We had to build ships to transport food and supplies across two oceans and had to replace ships, munitions and factories that were blown up by the enemy. Thus, in the years 1941 to 1944 over 83,000,000 tons of steel, or nearly 25 pct of our total ingot capacity, was required for the building of ships, for general construction relating to the war effort, and for Lend-Lease. Bar-

ring an outright war with Russia, involving wholesale destruction of ships and other property, it appears likely that the demand for steel from the same three sources will fall considerably short of our 1941-44 experience. Indeed it is not unlikely that the overall steel requirements of the defense program may for some time to come be less than the net increase in ingot capacity since 1941, particularly in the event of an early end of the shooting war in Korea.

What Price War?

The demands of other nations upon our productive capacity should be very moderate compared with our World War II experience and imports of many raw materials including steel may continue to increase. Should hostilities terminate soon in Korea, our defensive strength could be built up more speedily, and possibly without requiring a material increase in the present \$30 billion annual rate of defense appropriations. In World War II war expenditures reached a yearly peak of \$80 billion.

Estimates of the probable ultimate size of our armed forces range from 3-5,000,000, which compares with a peak of 14,000,000 in the recent war. The prospective diversion of manpower, however, will be more than enough to create a tight labor market particularly in the highly skilled category.

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What Manufacturers and

Manufacturers on the Panel



WALTER W. RECTOR
True Temper Corp.

" . . . If we are to continue to grow and prosper, increased costs must be offset by increased efficiency . . . "



JOHN S. TOMAJAN
Washburn Co.

" . . . The wholesaler should be an aggressive sales representative of the manufacturer . . . "

tributor that our method of operation, our product and our policies can be of great value to him if he supplies the needed cooperation in distribution. Therefore, as a basis for my remarks I am assuming the manufacturer has declared his sales policy with factual evidence that he can and will maintain that declared policy; has produced and will continue to produce desirable designs, qualities, and values; has priced his product at a level that will place his distributor in the strongest possible competitive position; has and will continue to protect his product against unfair pricing—thereby permitting the distributor to retain his full margin for services rendered.

Having thus declared his policy, the manufacturer should clearly state the services he expects the distributor to supply so that maximum volume and profit may be obtained. These required services are: loyalty, and aggressive selling; maintenance of ample stocks; maintenance of fair profit margin; warehouse facilities.

Loyalty is a two-way street. If, as he should, a distributor demands loyalty from his manufacturer, he should then be loyal to his manufacturer's products by aggressively promoting their sale against all competition—thus securing complete and widespread distribution.

Too many distributors fail in their loyalty tests because they do not properly promote and aggressively sell. Instead, they add competing items which not only dilute their sales effort, but duplicate their stock. This stock duplication is the worst evil in

The Manufacturers' View

By **WALTER W. RECTOR**

You have heard people who either knew nothing about business, or who intentionally distorted the facts, say that our method of distribution is too costly. They then display their ignorance by suggesting that wholesale distribution be eliminated. They do not say how nor who would perform this important function. They would just omit it, save the cost and call it a day.

Facts are, there is no lower cost method for distributing

hardware products, but if we are to continue to grow and prosper, increased costs must, wherever possible, be offset by increased efficiency.

For the retailer to ask his wholesaler to share a part of his increased expense and the distributor asking his manufacturer to share his expense is no solution. A much safer procedure is for manufacturers and distributors to improve their operations by closer cooperation.

We must first convince the dis-

Wholesalers Expect of Each Other

hardware distribution for it serves only to build up inventories and always create a poor stockkeeping job. These "pie in the sky" duplications take space, capital and promotion which, if applied to your moneymaking, trade and goodwill-building products would reduce costs, increase efficiency and greatly increase profits.

Loyalty and aggressive selling are a must, for a responsible maker producing a wanted and known-name product cannot continue to confine his distribution to legitimate hardware wholesale distributors unless they deliver to his complete coverage of retail outlets for his products.

A wholesaler cannot fairly represent a manufacturer unless he performs his first and primary function of having on hand in his warehouse ample stocks of his products.

How much business and profit did you lose last year for both you and your manufacturer because you did not maintain adequate stocks of staple merchandise? How much prestige did you lose with your retail accounts? Reasons, other than those beyond our control, for out-of-stock are, in most cases, excuses and result from lack of planning or lack of action.

There is only one way that this costly failure can be corrected. Distributor management must sit down with their buyers and manufacturers and devise a plan to maintain complete and ample stocks. It can and must be done for neither producer, distributor nor retailer can afford the loss of volume and

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Wholesalers on the Panel



WILLIAM A. PARKER

Beck & Gregg Hdwe. Co.

" . . . The manufacturer and wholesalers should be working together as a team to bring the factory's production to the retailer as efficiently and at as little expense as possible . . . "



CHARLES L. WHEELER

Salt Lake Hdwe. Co.

". . . The selling price of the wholesaler is definitely set by competition . . . his profit is largely determined by his operating practices . . . "

The Wholesalers' View

By **WILLIAM A. PARKER**

We are fortunate in the hardware industry in that we have so many long-established business relationships between wholesaler and manufacturer. These relationships have been built and exist today on the solid foundation of mutual respect and confidence. These relationships have been at least partially responsible for the remarkable record of strength and stability and progress our industry has made. These valuable relationships stem from that intangible some-

thing in man called integrity.

So if I had to select the one thing the wholesaler expects most from the manufacturer or the one thing most valuable to the industry, it would be that something called Integrity.

I am happy to say for the most part the wholesalers have confidence in the integrity of our manufacturers and for the most part our manufacturers have justified this confidence.

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The Manufacturers' View

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profit resulting from poor stock-keeping.

A good distributor will not long continue to promote aggressively the sale of any product, regardless of volume, that does not earn him a fair profit. Hence, cut prices will ruin a good product and a good name just as quickly and as surely as poor quality, poor workmanship, or poor service.

Most distributors urge producers of known-name, known-value products to maintain fair and firm prices, yet some turn right around and buy competing items from some other maker and proceed to sell those items at cut prices. That's poor pay to your dependable, full line maker whose firm prices establish your market.

No responsible manufacturer will price his product out of the market. On the contrary, he is successful because he gives the best values and the best service. In so doing he merits the large volume he produces. Someone will always offer less value at less cost, but these lines that feature price by eliminating quality will never build business, profits, or goodwill.

Want Fair Pricing

I know that successful distributors everywhere want fair pricing for the simple reason that they cannot operate without adequate margins. There is a simple and effective cure for price cutting which sooner or later distributors will be forced to administer. Why not promote and merchandise sound values instead of cut prices?

In the not too distant past a manufacturer could vary his production speeds without penalty so that in the active selling season he could greatly increase his production by operating overtime. Today that overtime carries a penalty of 50 to 100 pct on top of very high rates. Labor cost of most finished hardware items is 80 pct, or more, of the total cost. That means you cannot produce economically and pay time and one-half or

double time for a few months and then reduce your working force below normal for dull periods.

Under union contracts a worker may bid in any job that is open that he thinks more desirable than the one he now has. Laying off men to reduce production means upsetting your entire operation because of bidding in jobs which means training for new work which the worker may never be able to perform satisfactorily. These procedures increase costs and reduce quality of product and finish.

To produce top-quality in any price range at lowest cost, a manufacturer must operate his facilities at a uniform, or nearly uniform, rate every working day. The answer is obvious—if markets are to be supplied with seasonal merchandise when the customer wants to buy it, someone must warehouse the goods

produced in the off-selling season.

The distributor can and should supply this space. He need invest no capital for the manufacturer will give dating. He risks no loss, because of market declines for his prices are guaranteed to the end of dating period. For storing a part of his needs in the off-selling season, he will be rewarded through prepayment discounts and having merchandise to ship when the season opens. He will reduce his operating costs for he can ship future orders complete in dull periods in his warehouse operation. In addition, he puts his manufacturer in position to give prompt service on fill-in needs, thus avoiding loss of late season sales.

If your manufacturer is to supply you with top-quality at lowest cost, and render satisfactory service, you, his distributor, must supply loyalty and aggressive selling of his product. You must maintain adequate stocks and fair pricing, and for seasonal goods, supply warehouse space in the off-selling season for at least a portion of your expected needs.

By JOHN S. TOMAJAN

As in all situations, people are not all alike. They do not perform identical jobs. While I can assure you that all wholesalers who handle our lines are successful, some are more successful than others. And so I concluded that it would be a proper approach to my assignment if I were to try to discover how the methods of the more successful differed from those used by the less successful.

We have 20 salesmen in the United States. I wrote each one of them the following letter:

"At the Atlantic City Hardware Convention in October, two wholesalers and two manufacturers are going to discuss wholesaler-manufacturer relationships. I have been asked to be on that panel and speak for a few minutes on 'What the Manufacturer Expects of the Hardware Wholesaler.'

"Will you help me? If you were on the spot as I am and had to give this talk on the basis

of your experience, what are the two most important things you would emphasize?"

To the 20 letters I have received 20 replies, containing 40 suggestions. I shall use these letters as the basis for my remarks. Naturally, many of the suggestions overlap.

There are 11 separate thoughts expressed. But what impressed me was the unanimity of the replies. Even these 11 thoughts fall into one basic category—a desire for greater co-operation, a closer working relationship between wholesaler and manufacturer. As a corollary to this, they suggest a more intensive and extensive selling effort on the part of the wholesaler.

Here are the suggestions:

(1) Manufacturer, wholesaler and retailer should be a team, working together to meet a public need. Often the wholesaler acts as an insulator rather than a conductor between the manu-

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The Wholesalers' View

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Now for a few brief "wants" or "expectations" which I believe exist with most every wholesaler.

The wholesaler expects his source of supply to have a definite *Sales and Price Policy*—clear, frank, understandable and honestly administered. The wholesaler feels he is entitled to know exactly what classes of trade the manufacturer is selling or proposes to sell and at what price differentials and discounts. The wholesaler expects the manufacturer to direct and control his salesmen or sales agents and see to it they operate within such established sales and price policy.

The wholesaler expects the manufacturer to maintain a *Selective Distribution Policy*, designed to furnish adequate market coverage for the manufacturer but at the same time limited so as not to overcrowd the market and thus make it unattractive or unprofitable for the wholesaler.

Selective Selling

The relationship between manufacturer and wholesaler must be mutually profitable if it is to be permanent. Here again the wholesaler expects the manufacturer to control his salesmen or sales agents and see to it they operate within such established selective distribution policy.

The wholesaler expects the manufacturer to continually carry on such market analyses as will enable him to maintain his product on a fully competitive basis both as to quality and to price. The manufacturer's product should not merely be competitive with similar products sold through other wholesalers and independent merchants but competitive also with those products sold through other channels such as chain stores, mail order houses, etc.

The wholesaler feels it is highly important that we keep our dealers in a competitive position. This we cannot do unless our manufacturers are alert to keep their products fully competitive in the consumer market.

The wholesaler expects the manufacturer to maintain an effective *Advertising and Sales Promotion Program*. Such a program should be designed to aid both wholesaler and retailer in building sales and also to increase consumer acceptance of the manufacturer's brand.

The wholesaler expects the manufacturer, where the manufacturer controls the resale prices of his products either through Fair Trade pricing or through a suggested resale price schedule, to recognize the need of adequate margins for both wholesaler and retailer. Information on overhead expenses of both wholesalers and retailers is easily available to the manufacturer seeking it. Any business relationship to be permanent and happy must be profitable to all concerned.

The wholesaler wants the manufacturer to realize it is wise and good business practice and tends to reduce the cost of distribution for the wholesaler to offer the retailer the *2 Pct Cash Discount Incentive* for prompt payment. And not only is it a generally accepted wise and good business practice but it is impractical for the wholesaler to try to sell otherwise.

The wholesaler also wants the manufacturer to realize there is no practical economical way for the wholesaler to separate in his invoicing net items, from 1 pct cash discount items and from regular 2 pct cash discount items. Such separation is costly and cumbersome and adds to the cost of distribution.

Catalog Program

The wholesaler wants the manufacturer to recognize and give special attention to the *Wholesalers Catalogue Problem*. The average wholesaler's catalogue problem is one of keeping his catalogue properly illustrated on all items currently offered for sale, and at the same time preventing it from becoming so thick and heavy, his salesmen cannot carry it.

The manufacturer naturally

likes to visualize his products in the wholesaler's catalogue on beautifully colored enameled paper stock, one or two items to the page, standing out and attracting attention above everything else. The wholesaler recognizes this desire but wants the manufacturer to realize the average wholesaler carries some 25 or 30,000 items or more and that a catalogue made up of such pages would require a special truck and several salesmen to handle.

These beautifully illustrated pages prepared by the manufacturers advertising departments are fine in their place, particularly in introducing a new line, and should not be discontinued but the wholesaler wants the manufacturer to also provide photographs and cuts of his items in the standard catalogue size used by 90 pct of all wholesalers. The wholesaler can then produce for himself illustrated catalogue pages on light-weight stock with condensed descriptions and with a standard number of items to a page.

This is the only way the average wholesaler can keep his catalogue within reasonable thickness and weight. The manufacturer is the only practical source of these photographs and cuts. The cost of a wholesaler producing them on an individual basis is prohibitive.

Better Packaging

The wholesaler wants the manufacturer continually to give careful attention to the *Packaging* of his products. Looking always in the direction of reducing the cost of distribution.

For years many manufacturers have assumed that the wholesaler always unpacks the merchandise he receives, puts it away in bins and shelves, then repacks it later for shipment to the retailer. As a result of this assumption many factory shipments have been moving to the wholesaler in all types and sizes of packages. In many cases these same goods might with little or no additional expense be packaged in manner and quantity suitable for shipping right on to the retailer.

Careful studies have indicated repackaging expense, on the average, amounts to around 7 pct

of the value of the merchandise repackaged. Obviously here is a problem entitled to our industry's serious consideration and continued thought.

The wholesaler wants the manufacturer to provide *Clear, Understandable Invoices* with the items spelled out and not just numbers shown. Many wholesalers use copies of manufacturers invoices for warehouse checking. Confusion, delay and costs result from a jumbled up invoice or an invoice showing factory numbers only. Shortening or consolidating the string of trade discounts would in many cases be helpful.

The wholesaler believes he is entitled to *reasonably dependable shipping schedules and reasonably prompt handling of correspondence* from the manufacturer. There should be no need even to mention these points but unfortunately too many manufacturers lack dependability in their shipping and are unreasonably slow in han-

dling correspondence. Even telegrams in some cases are not given prompt attention. All this tends to slow up the movement of merchandise and to cause unnecessary shortages and lost sales and to increase the cost of distribution.

During a critical period the wholesaler expects the manufacturer to maintain a *fair and equitable allocation policy* and properly and fairly to instruct the wholesaler on the procedure he should follow in placing his orders so that he will be insured of receiving his fair share of the manufacturer's production.

The manufacturer and the wholesaler should be working together continually as a team to bring the factory's production to the retailer as efficiently and at as little expense as possible. We can better accomplish this purpose if we not only perform our own individual functions diligently but also do what we can to assist our partner in this team-work project.

By CHARLES L. WHEELER

It will be my purpose, to bring to the attention of our manufacturer friends some practices which, in my opinion, are detrimental to the best interests of the industry, while in the same breath acknowledging the very fine co-operation we are already receiving from the great majority of manufacturers who are sympathetic with the manufacturer-wholesaler-retailer method of distribution and who are constantly striving to improve the conditions under which we operate.

There is one important fact in connection with the wholesaler's function which should be clearly understood by manufacturers because you may innocently ignore its existence and thereby do yourselves and your wholesalers a great injustice.

Totally unlike the manufacturer, a wholesaler is more or less at the mercy of the manufacturer in that he has no control over the cost of his inventory—the price he pays is set by the manufacturer. The selling price of the wholesaler is definitely set by competition. Therefore, the wholesaler must operate between

these two limits so that his profit is largely determined by his operating practices.

I bring up this point because there is a tendency on the part of some manufacturers, to shorten the wholesalers' margins and this, of course, makes that line less attractive to the wholesaler because we, too, must have a reasonable profit in order to operate successfully.

Many manufacturers, altogether too many, sell to the wholesaler, then turn right around and skim the cream off the wholesaler's business by selling direct to some of the wholesaler's larger customers. This makes the line less attractive to the wholesaler. Consequently he may not feel justified in putting his major efforts behind the line, having a lurking suspicion in the back of his mind that this same manufacturer may extend his retailer list further and thereby further curtail the wholesaler's opportunities for sales and profits.

Another serious matter which I am sure most manufacturers do not realize is the custom of having manufacturer's agents

represent their line, particularly in the isolated areas rather than being represented by their own employee. The manufacturer probably feels that he cannot afford to maintain a full time representative. Therefore, he places his line with a local representative who also handles other non-competing lines.

If this local agent operates on an ethical policy, and many of them do, the plan works out reasonably well; but in altogether too many cases, this is what happens:

The agent depends on his brokerage fees for his bread and butter and if the local wholesaler is unable to take on this particular line, regardless of how good the reason may be, there is a tendency for these agents to offer the line, and always at rock bottom wholesale cost, to glorified retailers. Or, if they too cannot co-operate, then they even take on smaller retailers who, by the wildest stretch of the imagination, could in no respect perform a wholesale function.

I am sure you will agree that such practices are demoralizing to our method of distribution without accomplishing more than token results for the manufacturer. In other words, clean up your policy. And, if manufacturer's agents are employed, be very sure that they operate on your policies rather than on their own expediency. Above all, keep your policies clean.

This next suggestion is not an easy one to control, but there must be an answer to the problem. Here again, many of our wholesaler friends will violently disagree with me because they now benefit by present practices while we and other wholesalers in far away territories suffer because of them.

Many manufacturers establish an eastern and a western price setup. Often-times the differential is far greater than it should be. An eastern wholesaler comes in to a faraway territory and sells at the eastern price, equalizes freight and takes a juicy share of the business while the faraway wholesaler, with his higher delivered freight costs, must take what is left at prices which classify him as a burglar in the eyes of the retailer.

The point I want to make is, if eastern, western, or southern prices are set up, they should be

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What's Ahead for Sheet Metal Distributors?



TOM C. CAMPBELL

The steel priority system recently announced by the Administration is loosely written; not based on experience; and it will fall on its face within the next several months.

The current priority set up will be supplanted by a modified control materials plan after the confusion in the steel market reaches a climax and after the November elections are held.

Already there is definite proof that trouble is on its way with the priority set up as it now stands. Events foreshadowing more to come are: (1) Disputes between the Secretary of Commerce and the Secretary of Interior over who has what power to allocate what steel item. Stuart Symington, the President's Defense Coordinator, is currently busy trying to settle these policy arguments; (2) the withdrawal of some authority from William Harrison, energetic head of the National Production Authority, which is to

Metal trades editor levels a double-barrelled blast at hastily conceived steel priority system. Predicts it will be replaced by a modified control materials plan

By TOM C. CAMPBELL

*Editor,
The Iron Age*

expedite priorities and allocations and; (3) the issuance of clarification orders covering NPA's No. 2 regulation on priorities.

Steel people who had considerable experience with priorities during the last war privately warned the Administration several weeks ago that the present set up would only lead to confusion—and might produce chaos among steel mills and their customers.

Matter of Expediency

The inside reason why a modified CMP plan—with its orderly matching of requirements against production—was not quickly installed can be laid to politics. There was not enough time before the November elections to get the proper industrial committees appointed with experienced steel people who settled the priority mess early in World War II. The present stop-gap was apparently used to indicate "that something was being done"—before November.

Mr. Truman's opposition to dollar-a-year industrialists was also a bar to a quick drafting of

businessmen who know their way around in the metal distribution problem.

The same mistakes made only nine years ago in the allocation of war, defense and indirect defense business are today being repeated—with vengeance.

Politics as Usual

Plans have been hastily made. Consultation with advisory committees of industrialists have been ineffective so far because of the political angle and because of the usual jealousy between various branches of the administration which have been given partial authority over priorities and allocations in their particular field.

A paradox exists today with the Administration and the military exhorting the people not to let down on the defense projects because of the Korean War successes. At the same time this is being said, Washington has produced no clear cut plans and requirements for defense material.

Today steel companies are doing the best they can to volun-

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Supervision of Salesmen

Mr. Larner outlines how his company records sales for each salesman, with departmental breakdowns, and tells how they encourage representatives to sell for every department. Points up need for cooperation between buying and selling staffs.

By BEN F. LARNER

*American Wholesale Hardware Co.,
Long Beach, Calif.*

Our company, the American Wholesale Hardware Co., is located in Long Beach, Calif. We are one of the middle sized wholesalers in the Los Angeles-Long Beach area.

We started in business some 30 years ago with two salesmen. Today we have 34 salesmen—seven industrial, five sporting goods and 22 general. Our inventory is divided into 11 departments—tools, steel and industrial department, general hardware, builders' hardware, threaded products, household, electrical, sporting goods, fishing tackle, toys and paint.

Ninety per cent of our volume comes from territories within a radius of 45 to 55 miles of our plant, due to the dense population in southern California. So, you can see our sales planning and operation must be quite different than those of you having larger areas to cover. We have within our trade area several larger wholesalers, who make it necessary that we give prompt and more personalized service at all times, to offset larger stocks offered by those houses. This competition forces us to pay particular attention to training our outside salesmen, our order board men and our house sales-

men as well as buyers, to think and perform accordingly.

In the beginning of our company, our management hired older salesmen who had been previously trained by other wholesalers—mostly larger houses doing business in the Middle West and East. In those days we had no sales supervision. Our stocks were short and we did not have the lines nor did we know too much about the wholesaling business. This made it impossible for us to teach these older salesmen new tricks or teach them how to sell as an under-dog. Thus, too many of these salesmen left our company.

Made Other Plans

This experience caused us to make other plans to obtain salesmen. We looked for young men to train as to the way we wanted them to sell—planning territories according to our directions and thinking about practices that were becoming to our company. One of the things we continuously remind our organization is that we should not worry about what our competition is doing, for we learned some time ago that our competition is quite capable of taking care of its own affairs. If we do

a good job of handling our affairs, we too will do a good job.

Locating Salesmen

The young salesmen we hired were chosen from retail hardware stores and lumber yards, mostly within our own trade area. At the same time we hired a younger and more energetic salesmanager and began to set up various plans for checking territories and specific accounts in those territories.

First, we made up a daily sales report form, from which we transferred the calls to a card showing the merchant's name, address, type of business, territory number and characteristics of the merchant. There is a place showing the merchant's credit ratings and other history as to the account, including any difficulties we have had with him. It is also a record showing by months the amount of sales for a period of eight years. This card we find very informative because it shows the high and low points of the dealer's purchases. With this system we are able to tell how many calls per week or per month are being made on various accounts, and can determine whether we are developing these accounts as we should. This type of check-up brought out our weak spots, showing a number of places in which we were not performing as we should.

After studying these findings we held a clinic attended by our salesmen, the president of the company and our sales manager. At these meetings we decided why we were not doing the proper job on specific accounts and who in our organization would be the proper person to pay the account a visit. The man sent out to see the dealer—it could be the president, a buyer, the sales manager or a price clerk—usually did a good job convincing our customer that he should buy more from us. Our

experience. Eighty per cent of all the sales clerks were untrained and 75 pct of our men were not what we would call seasoned salesmen.

Checking Territories

These findings demanded closer checkup of territories and individual salesmen and gave us warning that we must check our buyers to be sure that they had not become too stale while buying in a seller's market. We replaced several of our buyers with younger blood from our sales force. We discovered that during the war, the unions had stepped into the picture and had forced the opening and closing time of retail stores and the buying times of various industrial plants to such an extent that we had only six selling hours per day or a total of 30 hours a week.

I would like to drive home that point again. We, in our selling organization have only six selling hours per day, five days per week, or a total of 30 hours per week. From this, you can see, we could not ask our salesmen to make calls on the same number of accounts they did prior to the war, nor could we ask them to make the same number of calls per day because of the six hour daily selling time.

Therefore, we had to begin to split territories and do a still closer job of supervision. As a result certain accounts were called on every two weeks. By this plan we have been able to cover our territories fairly well but it definitely has slowed us down in

the opening of new territories and accounts.

We are putting on more salesmen as they are trained to offset this situation. We hope the present war situation doesn't stop us. This six hour selling day has affected us in many ways. It has stopped our regular salesmen from doing very much specialty work.

Individual's Sales

Our salesmen must sell in the neighborhood of \$100 per hour to average around \$12,000 a month value. To do this they must be punctual on their calls and do a proper job of long range, planned selling per department. Our entire organization must see that salesmen get every possible help.

We find that it pays to have the new blood in our buying department go out to do certain types of selling, especially where it is going to take some man hours to do the job.

Our buyers are awakened to the fact that we have only 30 selling hours a week to sell their departments and that they must invest our money and sell their merchandise by the clock or by the hour. That is exactly what you and I as management are going to have to begin to realize, if our government and unions keep on as they have been.

The sales manager of one of our neighborly wholesalers complained because his salesmen were not making the number of calls they made before the war. I am sure that if he had taken

NWHA EXECUTIVE SECRETARY



THOMAS A. FERNLEY, JR.

the time to examine the number of selling hours his salesmen *do not have* as compared to pre war days, he would not have made the remarks he did. I am sure that if the manufacturers and manufacturers' representatives who call on your firms and ours, will stop and think about these few selling hours, they certainly would not expect wholesalers to go out and do the amount of specialty work they seemingly want us to do.

Under our plan of sales supervision, we frown quite severely on that manufacturer who wants us to have our salesmen sell his deals offering a bonus of 50 cents to \$1 per deal.

The future steps we take to supervise our salesmen and general operations will require closer work than before. Wholesalers cannot use pre-war buying, pre-war selling, pre-war operation and pre-war thinking and get down to today's facts.

Remember that we are a service organization for our dealers and trade and that the largest potential buyer today is the younger generation, including the ex-G.I.

Young customers are not too much concerned about the pre-war price of electrical appliances, pots or pans, homes or automobiles which they were too young to know. But they are concerned about larger amounts of cash—their pay envelopes or take home pay. Let you and me give better supervision over these people and try to get a better dollar return per hourly investment.

AHMA VICE PRESIDENTS



RICHARD L. WHITE
Landers, Frary
& Clark



HERBERT B. MEGRAN
Starline, Inc.



R. H. COLEMAN
Remington Arms
Co.

Washington Report



ARTHUR L. FAUBEL

Dr. Faubel discusses present and future materials shortages affecting hardware manufacturers. Sees aluminum one of few metals not in shortage at the present time. Discusses dangers of extensive government control of business and urges replacement of draftees with men above draft age.

By DR. ARTHUR L. FAUBEL

Secretary-Treasurer,
American Hardware Manufacturers' Association

I am going to begin with a brief reference to the report I made in Cincinnati on the Walsh-Healey Act, the administration of which has been going on more or less in high gear since I reported to you at that time. You will remember that I told you that it is an indication of the possible fate for various divisions of the hardware industry. A minimum wage determination has been made by Secretary Tobin for the iron and steel industry fixing the minimum wage rate at from \$1.08 to \$1.23 per hour. This determination was made in Aug., 1949, and there has been one significant interpretation since my Cincinnati report. Secretary Tobin has found the prevailing minimum wage in the aircraft industry is \$1.05 per hour. The significance of that figure is that it is a most recent one and gives an indication of the floor that they are finding in order to fix the prevailing wage floor throughout the steel industry.

I also reported to you, in Cincinnati, that the plan of the Department of Labor, under both President Truman and Secretary Tobin, is to have a minimum wage determination made for practically every important industry, by the fall of 1952.

The public hearing was held about a month ago and it represents the half-way or two-thirds mark in the progress of the minimum wage determination for any industry. A minimum wage determination is now in progress for the paint and varnish industry.

The next part of my report will be a very routine work-a-day thing, and that is to fill in certain of the spots that Mr. White (president, Republic Steel Corp.) did not cover in his talk, because he was referring entirely to steel. I think he has given you that picture completely. He has indicated that there is likely to be an adequate steel supply for war requirements and for most peace requirements. There probably won't be any steel for the automobile, but in the whole picture in Washington, as I see it, there is likely to be a very critical situation in alloy and stainless steel.

Nickel a Problem

Nickel at the present time is one of the most critically short materials with which we have to deal. I have been asked why it is that nickel is so much shorter during this preparedness effort and so far as you can reduce it to a single item or commodity

the answer is the jet engine. One of the jet engines in production takes 275 lbs of nickel. Consider this quantity of nickel in relation to the quantity of nickel in a stainless steel product in the hardware field. Such a product would very probably be made of 18 and 8 stainless steel, and if it weighed 100 lbs would contain only 8 lbs of nickel.

Other Shortages

Zinc is also in critical supply at the moment. One of the major materials at the moment that is giving them sleepless nights in Washington, as well as some of the rest of us, is copper, which is in very much shorter supply than it was during the last war. Mr. White indicated, with respect to steel, that the exact amount of the shortage is not known because the government itself is not clear as to its own plans concerning copper. There is below the surface, a considerable argument going on in Washington as to whether or not, in addition to copper going into industrial products, it should also be stockpiled. The armed forces definitely favor the stockpiling of copper, anticipating a shortage in the neighborhood of 300 thousand tons.

At the present time plans call for a total armed force of three million, which is one-fifth the size of the army at the end of the last war. Consider the materials problem and manpower problem in 1945 and try to think of it in terms of approximately one-fifth of what they were in those days of five years ago. As I say that is a very rough rule, but it is one that they are using at the present time and one to which they refer when you ask to what extent this thing is likely to mushroom to affect our industries.

A very brief word on aluminum. The indication is that at the moment—and assuming no intensification in the way of the outbreak of a full scale World War III—aluminum will be reasonably safe for two or three years. Considering the available supply and production capacity, plus the estimated demand it would seem to indicate that we won't run into the sort of shortage we had during the last war for approximately three years. It may come as early as two years, if the situation gets worse.

Mr. White referred to the manpower problem as one of the greatest problems in steel. That applies also to many other industries. Deferments are going to be very limited in number and for a maximum period of but six months. Therefore, it is advisable for every industry having to hire a considerable number of new workers to get as many as possible who are not of draft age.

The actual administration of the Defense Production Act, as you know, is primarily by the Department of Commerce in which a production administration has been set up. The key man as regards materials is likely to be one with more than a speaking acquaintance with hardware and hardware products. His name is H. B. McCoy, who has known our industry for 25 years, and now heads the Division of Industry and Commerce which will probably be right in the middle of administering the materials, allocations and priorities program that the National Production Administration works out.

There are five or six more within the Department of Commerce, Division of Hardware, including Thomas W. Delehanty. Then there is the Builders'

Hardware and Construction Division of which John L. Haynes is the chief. Wood handles are covered in the Forest Products Division under H. E. Holman. Abrasives are in the Machinery Division under Dewey M. Crim. Portable power and metal cutting tools are under W. L. Beck. Those are just five or six of the principal divisions of the hardware industry, and the names of the men who will have the administration of the Defense Production Act in so far as we are concerned.

They talk in Washington, at the present time, of industrial advisory committees as far as they are likely to be needed. For our industry they contemplate stepping up the production basis and the industry will be consolidated with respect to the person-

nel of that committee just as soon as the need for one arises.

At the risk of closing on what might be a cynical note, but for which Mr. White certainly prepared you, I want to refer to something that is disturbing me personally, not only in the job I have for you, but also as an American citizen. A year ago the Spence Bill died in Congress. American industry stood up in righteous indignation against it. It would have subjected American business to unprecedented peacetime control and it appears to me as though the administration of the Defense Production Act may have in it more than a passing resemblance to the Spence Bill controls and as its only justification has the war-preparedness emergency confronting us.

OFFICERS of the AMERICAN HARDWARE MANUFACTURERS ASSN. *Elected at Atlantic City, N. J., October 12, 1950*

President

George H. Halpin, Minnesota Mining & Mfg. Co.*

Vice Presidents

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Herbert B. Megran, Starline, Inc.
R. H. Coleman, Remington Arms Co., Inc.*

Secretary-Treasurer

Dr. Arthur L. Faubel

Executive Committee

1951

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Archer L. Hager, C. Hager & Sons Hinge Mfg. Co.
A. E. Keating, Trimont Mfg. Co.
S. C. Slaymaker, Slaymaker Lock Co.*

1952

R. W. Chamberlain, The Stanley Works
Mark J. Lacey, Peck, Stow & Wilcox Co.
Walter W. Rector, True Temper Corp.
James G. Geddes, H. K. Porter, Inc.*

1953

Franz Stone, Columbus McKinnon Chain Corp.*
Geddes Parsons, P. & F. Corbin Division*
F. J. Tone, Jr., The Carborundum Co.*
L. G. Pratt, Samson Cordage Works.*

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Harold F. Seymour, Columbian Vise & Mfg. Co.

*Newly elected

Outlook for Hardware Wholesaling

Although the wholesale hardware industry can act quickly, because of its flexibility, there is little to do but operate on a day to day basis. Fair pricing of merchandise is particularly urgent now, with serious thought as to combating the forces of inflation. Warns of government controls ultimately to affect business.



JOHN H. MIZE
Blish, Mize &
Silliman Hdwe. Co.

By JOHN H. MIZE

*Blish, Mize & Silliman Hardware Co.,
Atchison, Kan.*

The relationship between wholesale hardware distribution and its customers, and the relationship of wholesale hardware distribution with its suppliers, and relationship of wholesale hardware distribution with our government has never been on a more solid footing than it is today. We have emerged from depressions and wars and political criticisms unscathed and unsullied and a great deal stronger than ever could have been imagined. We can face the future with confidence that we are a great and needed industry.

I do think, however, that wholesalers must go back to World War II and take a lesson from their experiences during those years. Early in the war we were the unwanted, the unnecessary, and there were many in Washington who took delight in trying to eliminate us. We were actually frowned on and particularly despised by many government officials in the early

stages of the war, but as it continued our value as service institutions finally became apparent even to the most ardent doubter and our importance in the struggle was finally appreciated. As a result the distribution industry is in a much more clarified position in the present emergency than at the beginning of the last catastrophe. Today most officials in the Department of Commerce and the newly formed National Production Authority have great respect for our industry and its function in the economic picture.

In times of scarcity and allocations our function shines because of our willingness and ability to distribute scarce merchandise in fair quantities to those who need it. It is unthinkable that the last World War could have reached its ultimate successful end without the smooth functioning of the distributor. Steel warehouses, a part of our own function, serve

as an example of our necessity—essential rush orders totaling a few pounds can be rushed to destination within a few hours—a service that the producer cannot possibly give. The most potent factor that we offer, in both peace and war, is service. Our system of jobbing and distribution cannot be equaled anywhere in the world.

The spectacular increases in tonnage and dollar volume experienced by wholesale hardware distributors within the last four months should serve ample notice to both our retail and industrial customers, as well as to those within our government, that we can act quickly and flexibly when demand on a moment's notice steps up as much as 50 to 100 pct. As distributors and service institutions we were loaded and ready to go when the Korean War upset the economic chart. Actually for the moment few retailers are suffering for lack of merchandise and there are actually very few acute shortages at the consumer level. It is true that warehouse stocks of sheets and roofing and nails and fence and pipe and name traffic appliances at the distributor level are very lean but quotas and allotments, so far, are

staving off severe and critical shortages.

It is my doubtful privilege to mention that on retiring from the presidency of this association sales within the last four months have probably been the greatest in the history of the industry. Little did I imagine in 1948, just two years ago, that sales figures prevailing at that time would be pygmied by inflation, Fair Dealing, and a potential threat of a new world war. Unfortunately this increase, while temporarily stimulating, merely adds to our worries of the future. Breaking sales records and making profits that are taken away to finance war in my opinion has no future. I know that we all prefer normal competitive operations in a peaceful economy. But profits after taxes will decline materially, for even though business will be good for some time to come, earnings finally distributed to owners are sure to be a great deal slimmer.

Taxes are to be higher than a cat's back and may even reach the proportions of a confiscatory level. Our enlarged military program and the ensuing cost will mean soaking the poor as well as soaking the rich. Our administration continues to expand its demand for more social security and a more pleasant living in the face of the greatest financial and military crisis in our entire existence. Surely our President and our congress will finally understand that we cannot survive if business is to continue as usual and politics is to continue as usual.

Extreme apprehension must cloud the thinking of every one of us and there is actually little we can do but run our operations on a day to day basis. We are continually faced with economic controls tinged with politics. Perhaps the greatest concern of the moment is the continued threat of inflation which is everybody's problem. Politics have played an all too important part in the delayed issue of controls. Unquestionably the freezing of May 24 to June 24 records is political humbug because it would be an utter impossibility to roll back prices and wages that far—it simply would be unworkable. Credit is due many of our man-

ufacturing friends for advancing prices modestly—severe criticism is due many who have made unwarranted increases.

Distributors should do everything in their power under present conditions to price merchandise reasonably and fairly, and in turn our customers should be encouraged to do the same in marking up merchandise to the consumer. We are face to face with government controls of allocations, wage and salary freezes, price controls, and manpower shortages, but we must wait for the elections come what may.

Even with the added burden of armament expenditures the Fair Deal still pleads for more money for new reforms that bring us closer and closer to Socialism. Today, even with the probability of tighter controls, we shall continue to have the highest living standards in the world. We have more automom-

biles, more plumbing, more television and radio—yes more hardware than all the rest of the world put together. Our industrial labor is paid wages from 30 to 90 pct higher than any other nation in the world. We work fewer hours and our diet is greatly superior to that of other countries. Our scientific know-how is top notch and our educational opportunities exceed the abilities and offerings of other countries. With all the waste and carelessness and damage to our natural resources and our real wealth, we are richer in oil, coal, agricultural land, water, than any other country including Russia. While many nations starve we have an over abundance of food, we have personal liberty, and personal freedom. Why is it then that certain influential elements in our politics and society want to change our pattern of government and our basic economy?

OFFICERS of the NATIONAL WHOLESALE HARDWARE ASSOCIATION

Elected at Atlantic City, N. J., Oct. 12, 1950

President

William P. Tracy, The Tracy-Wells Co.*

Vice-presidents

W. A. Parker, Beck & Gregg Hdwe. Co.
Ray P. Farrington, Potts-Farrington Co.
Charles L. Hildreth, The Emery-Waterhouse Co.*

Managing Director

George A. Fernley

Executive Secretary

Thomas A. Fernley, Jr.

Executive Committee

1953

S. T. Exley, Jr., Harper & Reynolds Corp.*
John H. Stauffer, Herr & Co., Inc.*
Paul W. Anderson, Farwell, Ozmun, Kirk & Co.*

1952

Leslie M. Stratton, Jr., Stratton-Warren Hdwe. Co.
Charles L. Wheeler, The Salt Lake Hdwe. Co.
A. Wessel Shapleigh, Shapleigh Hdwe. Co.

1951

Robert C. Lenfesty, Seattle Hdwe. Co.
R. C. Neely, Jr., Amarillo Hdwe. Co.
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Henry J. Allison, Allison-Erwin Co.
John H. Mize, Blish, Mize & Silliman Hdwe. Co.

*Newly elected



W. P. OBERLIN

Wholesalers' Role In Distribution

Stressing the importance of standard brand merchandise, Mr. Oberlin maintains that independent wholesalers must help dealers move merchandise.

By W. P. OBERLIN
Arnold, Schwinn & Co.
Chicago, Ill.

The smaller independent merchant must have a greater share in the selling of major units of sale such as home appliances, television, radio and bicycles. These are the large profit sales and the operation that creates store traffic which sells the smaller items in volume. But, to get his share of this business, the smaller independent merchant must be placed in a position to compete with the chains in time-selling, to offer the same terms as regards down payment and weekly payments. To accomplish this, he must have help from his wholesaler, who, in turn, must have the assistance and cooperation of the manufacturers of these items.

But this, in itself, is not enough. The American public is standard brand conscious. The public wants merchandise it knows and in which it has confidence and wants it on competitive credit terms.

Manufacturers today realize the importance of consumer acceptance and the aggressive producers of good products will cooperate with their wholesalers in making their product available to the public in all major and minor buying centers.

Known standard brand merchandise, in which the public has confidence, is vitally important to the smaller merchant. The public knows that the manufacturer of a nationally known product is obligated to produce quality at a

price which the public can afford to pay.

Wholesalers and manufacturers must work together in awakening the smaller independent merchant to a realization of the problems with which he is confronted, gain his confidence and help him to modernize his operation in extending consumer credit, in local advertising, and adequate and attractive displays. They must provide various sales helps and educate the dealer and his personnel in the selling points of the various major items.

I know of wholesalers now lending this assistance to their dealers and it will interest you to learn that they enjoy a very large volume on the items on which they assist their dealers promote. Some wholesale buyers also perform as merchandisers because their prime interest is to see the product move at the retail level. To attain this objective they must work hand in hand with their own advertising departments and the advertising and merchandising departments of their suppliers. Today, it is not enough for the buyer just to buy merchandise. He must buy merchandise having consumer acceptance and he must arrange

for sales cooperation from his supplier.

During the past 20 years, the phenomenal growth of time-selling and its intelligent use is by far the most important factor in merchandising.

Despite predictions as to the ultimate consequences of this great movement, it is here to stay and we must face it. It has changed the entire merchandising picture. Price is no longer the primary or controlling factor that it was before the middle thirties. Today, the American public buys terms and better quality. Price is distinctly secondary. No longer limited by full cash payment in the selection of merchandise, the retail buyer demands and is getting better quality and service. Consumer credit controls our lives. Our entire economy is built upon and around it and, were it to be suddenly and permanently withdrawn, our economy would crumble overnight.

Consumer credit enabled the American worker to buy more merchandise. This brought expansion in production facilities and employed more workers. More workers with time-sales help demanded more merchandise, greater production expansion.

sion, and the movement, like a snowball rolling downhill, is constantly gaining momentum, aided and abetted by our government fostering ever higher wages, and the inflation which always follows war.

That there will be corrections and adjustments in the snowballing of consumer credit expansion goes without saying. But this will not alter the fundamentals involved. Consumer credit is here to stay.

The wholesaler servicing the independent merchant in all lines has been affected by the merchandising revolution of the 1930's, because the independent merchant was unable and, where able, fearful and unwilling to learn the techniques and use time-selling in most instances. Unfortunately, this made it impossible for the independent merchant to participate to any great extent in the phenomenal growth of sales in major home appliances and other big ticket items.

Generous Sales Terms

The loss of this important store traffic and, more particularly, the absence of repeated consumer contacts brought about by the frequent visits to retail stores to make weekly or monthly payments, lost much sales volume in smaller items usually bought for cash.

Any recession of our present inflation will force the deserving consumer to seek credit on the lowest and most generous terms. Unless the independent merchant, or at least a large segment of this group, can be put into position to compete by extending consumer credit on competitive terms and further be enabled to offer standard, nationally-advertised brands of merchandise having a high degree of consumer acceptance, the mortality among independent merchants will be so high that the position of the wholesaler who services him will be seriously impaired. In some instances it will become untenable.

Wholesalers Needed

The wholesaler and independent retail dealer play a most important part in our economy. In the middle thirties, one of our executives advanced the idea of eliminating the wholesaler and

going direct to the public via a dealer organization. It was quickly and mathematically demonstrated to this individual that he was wrong.

The cost of a national organization, comprising many factory branches, each consisting of warehouse, sales groups, etc., could not be supported by one product of the bicycle class. And effective distribution at lowest cost to the consumer could only be had through cooperating wholesalers carrying other or kindred lines of merchandise. That was true then and is true today.

The hardware wholesalers of the United States, strategically located in every part of this nation, with their thorough going knowledge of merchandise, their warehouse facilities, their sales departments and trained sales personnel, together with thousands of hardware dealers located in every town, village and hamlet of our country, have always been one of the most powerful and complete avenues of distribution for hard goods manufacturers.

The advent of the chains, large and small, with their gen-

erous extension of consumer credit and newer sales and advertising techniques, has made serious inroads, but only because the hardware wholesale fraternity and the independent retailer did not move quickly enough in changing with the times. Let us not delude ourselves—both the major and minor chains require all of the functions in buying, warehousing and distributing to retail outlets performed by the independent wholesaler, and the independent wholesaler performs these functions at the same cost, but, to maintain and improve his position, the independent wholesaler must also take on the other functions performed by the chains, the business of modernizing the operation of his retailers.

This is a cost which is also borne by the chains and, to prove that this is possible and feasible, we have only to examine into the operations of the major tire and automotive chains in their so-called budget store setups. Not only are these chains performing all of these functions, but they have performed them for years, and profitably.

OFFICERS of the NATIONAL ASSOCIATION OF SHEET METAL DISTRIBUTORS

President

Ray P. Farrington, Potts-Farrington Co., Philadelphia*

Vice Presidents

Alexander Thompson, Tanner & Co., Indianapolis

William H. Bowe, Herrick Co., Boston

Roger K. Becker, Ohio Valley Hardware & Roofing Supply Co., Evansville, Ind.**

Executive Secretary

Thomas A. Fernley, Jr., Philadelphia

Secretary

Robert C. Fernley, Philadelphia

Executive Committee

1951

Lee J. Haines, E. E. Souther Iron Co.

Louis F. Demmler, Demmler Bros. Co.

1952

A. G. Earnshaw, Earnshaw Sheet Metal & Supply Co.

P. M. McKenney, Conklin Tin Plate & Metal Co.

1953

W. J. Busser, Jr., Busser Supply Co., Lewisburg, Pa.**

S. A. Moncrief, Moncrief Lenoir Mfg. Co., Houston, Texas**

*Reelected

**Newly elected

One of the leading members of this group, departing from accepted practice, specialized in selling nationally advertised standard brand merchandise and, as a result of this, has made splendid progress and achieved an unusual degree of security in their operation. All of these houses lean heavily upon their

manufacturers of major items for sales help and support. In every instance, they have successfully developed means whereby their retailers, independent merchants, are able to offer consumer credit on competitive terms.

I predict that, if the hardware wholesaling fraternity, or

any individual member of it, will step out boldly, follow in their footsteps, use the same techniques, but avoid borderline compromises, the hardware wholesaler and independent retailer will, in a comparatively short time, become again the most powerful, sought after outlet for hard goods in the country.

Report of NWA Committee on Co-Operatives

Tax Equality Outlook Encouraging

Seth Marshall, chairman, Committee on Cooperatives, and former head of Marshall-Wells Co., Duluth, Minn., hardware wholesalers, in his report, Tuesday, before the NWA, emphasized his belief that taxpaying business is now in an outstanding position to secure income tax equality provided there is an intensification of the drive toward that goal. "We do not only have right on our side, but also dire necessity," he declared.

He pointed out that the outbreak of war in Korea plus the stepped up rearmament of the nation to meet any future emergency has added greatly to the burdens of the Treasury, "making it absolutely necessary to raise higher and higher taxes." The tax bill recently passed, he stated, will produce less than \$3 billion whereas the need is for \$10 billion additional.

"Both Senator Walter F. George, chairman of the Senate Finance Committee, and Congressman Robert L. Doughton, chairman, House Ways and Means Committee, have published statements to the effect that there will be a new tax bill as soon as the new Congress convenes and all tax loopholes will be plugged," he said. Adding that the next Congress will meet in a non-election year, he said: "Most Congressmen will not be pressed by political fear and will

be more willing to vote for what they know is a just and right cause. During the past year a tremendous amount of work has been done . . . with the purpose of establishing the fact that equal taxation will gain more votes than it will lose. In other words," he said, "fighting for full tax equality can be a real political asset, not a political liability."

Warning against any let-down in activities to secure full tax equality he expressed his sincere belief, "that victory is right around the corner; however, we would be ill advised to be lulled into a sense of false security. If we were to relax our efforts for one minute, we might well lose by having some compromise amendment passed which would be ineffectual and if such an amendment were passed, you can well appreciate that it would be exceedingly difficult to get the full tax equality we need for a long time."

Referring to the present tax boost and further increases to come, he stressed the absolute necessity for full tax equality and the inescapable need for an all-out drive to obtain it under the present favorable conditions.

"You cannot escape the fact that with the corporation tax already increased 20 pct from 38 pct to 45 pct and an excess prof-

its tax to be levied on top of this, that the added advantage will give our tax-free competitors a walk away in any kind of free competition. Our industry is now engaged in its most critical fight in this battle for full tax equality. It is almost a now or never effort. If you will measure the cost of defeat against that of a victory, there cannot be the slightest hesitation in putting forth every effort to win. It means effort on your part and on that of your associates, your customers and your friends.

"We have some 30 wholesale hardware cooperatives in the United States now as against less than 10, 10 years ago, and unless we can obtain tax equality now, I predict that more than half the volume will be done by wholesale co-ops in the next 10 years. With a 45 pct tax advantage and with even higher rates to come, the growth of these co-ops will be faster. We must prevent this trend."

He pointed out that the Committee on Cooperatives is working in close association with the National Tax Equality Association of which he is executive committee chairman. He outlined a program designed to bring success in the fight for tax equality. Mr. Marshall said that the unrelated business activities of foundations, labor unions, charitable institutions, colleges

(Continued on page 226)

Shall I Put My Son in The Hardware Business?

Yes, says Mr. Hildreth, because: as he agrees with the late Bob Russell, "It's a good, safe and profitable business." Here's why.

By CHARLES L. HILDRETH,
President,
Emery-Waterhouse Co.,
Portland, Me.



C. L. HILDRETH

My son is 19 years of age, a sophomore in a small New England Liberal Arts College with better than average physique and at least average mentality, and like most boys in such a college, has no idea what he wants to do. He has an open mind, sometimes so wide open it could accurately be called "confused," which is natural under the circumstances. Hoping and assuming for the moment that war spares him, he is rapidly approaching the hour of decision and so am I.

If anyone in the hardware business has failed to read an article by the late Robert H. Russell of J. Russell & Co., Holyoke, Mass., entitled "It's a Good, Safe and Profitable Business," they should by all means do so. It was published in the **HARDWARE AGE**, August 25th, 1949. The title of the article speaks for itself: "A Good, Safe and Profitable Business." Mr. Russell goes on to prove his title very ably with the aid of charts and data from Roy A. Foulke, vice-president of Dun & Bradstreet. His points are:

That the hardware group has the 2nd longest average life of any business, general stores with food being the only class of store with a greater longevity.

There are fewer failures in the hardware business than in other businesses.

The hardware business is improving its total proportion of all retail sales.

The classic remark of the Battle of the Bulge was "nuts." I am often led to make the same

remark when contemplating the wholesale hardware business!

Mr. Russell's first chart is a list of 10 New England hardware wholesalers who are over 100 years old. This is to prove the business is safe and profitable. Nuts!

I bought two of the companies listed there and the only reason I bought them was because nobody else who knew anything about hardware would buy them. They had both been shopped all around New England and I had never been in a hardware store.

Besides, at the time, the bank I was working for was heavily involved and figured I couldn't do any worse and they could get rid of me and offered to loan me money (on the endorsement of a wealthy relative). A third company in Mr. Russell's select list of 10 within the last six months closed its doors and died a natural death.

With apology to Mr. Russell, let's use the same source he did, namely Roy Foulke, vice-

Table I

Manufacturer	5 Yr. Average Net Profit On Net Sales	5 Yr. Average Net Profit On Tangible Net Worth
Auto Parts & Accessories	4.44	12.04
Boilers & Furnaces	3.38	6.60
Breweries	3.90	6.59
Chemicals Industrial	6.03	10.25
Drugs	5.05	9.32
Electrical Parts and Supplies	3.57	10.42
Machinery Industrial	4.47	10.21
Paper	4.23	8.09
Petroleum Integrated	5.15	5.65
Hardware & Tools	6.27	14.77
Wholesale Hardware	1.80	5.28

president of Dun & Bradstreet. Let's look at the record and let's take a normal five year period if there is such a thing as normal. Let's take the average of the five year period 1937-1941 as shown by Mr. Foulke's article "Our Critical Wealth in Inventories" published by Dun & Bradstreet in 1942: (See Table I)

Look at those last two figures. Doesn't it look to you as if we were in the wrong end of the business? Nuts!

This spring at the meeting of your executive committee of which I happen to presently be a member, we were meeting with a sizable group of manufacturers at a joint session and we called their attention, based on published figures for 1949, to the large discrepancy between the profit per dollar of sales as between manufacturers and distributors.

As I recall it they were even more marked than the figures quoted above for normal times. This was pointed out to demonstrate the squeeze on distributors. The only intelligent comeback to our question that I remember was "Well, manufacturers have a much larger investment which should be considered. Go back to the same report for the same years on profits on tangible net worth.

Look at those last two figures again. Who is in the wrong end of the business?

Apart from getting the short end of the horn, profitwise, even if we have survived, there are many other points for a young man to consider before entering the wholesale field.

One trouble with being an independent wholesaler is that somebody is always trying to eliminate you. If it isn't a college professor who thinks too many middlemen add too much to costs, it's a manufacturer who wants to distribute his own goods and save the wholesaler's cut. Add to them the mail order houses and big retail chains who do their own wholesaling and the tax exempt government subsidized co-ops and the new so-called wholesalers, the future of the wholesaler looks more rather than less competitive.

Are the wholesalers holding their share of the business?

Business Week of April 22nd, 1950, had an article entitled "Wholesalers Had It and Lost

Table II

Manufacturer	5 Yr. Average Net Profit On Net Sales	5 Yr. Average Net Profit On Tangible Net Worth
Cigars	2.43	3.89
Clothing, Men's & Boys'	0.79	4.03
Coats & Suits	0.53	3.61
Meat & Provisions, Packers	0.74	4.11
Fur Garments	0.75	3.16
Furniture	1.87	4.71
WHOLESALE		
Butter, Eggs & Cheese	0.58	3.95
Coffee & Tea	1.08	3.53
Dry Goods	1.23	5.06
Groceries	0.87	4.63
Meat & Poultry	0.36	2.95
Shoes, Men's and Women's	1.04	3.39
Paper	0.94	4.50

It," saying the war gave independent wholesalers a big share of the market but now their cut is less than pre-war, with a chart from the Department of Commerce saying the ratio in 1949 was 70.2 pct of all retail sales as against 73 pct average from 1935-39.

I certainly hope my son does go into the wholesale hardware business. I would like to tell you why I hope my son goes into our business. Just to back up the feeling with figures from the same source as those already used, look at these figures: (See Table II)

These figures would indicate that profit wise our business is not so bad in comparison with many others.

Apart from profit what can be said for our business? Well I've been a lawyer and a banker and I've had a lot more fun being in the wholesale hardware business than I ever had in either of those fields. I think it's a swell business and I'm proud to be in it.

One of our own companies was established in 1817 three years before Maine was in the Union. That is a heritage of which we can be proud. The hardware business is stable and tangible predicated on service to all classes of people.

As long as this country retains its freedom to progress, to grow and expand, and as long as our system of government will permit material reward for service and enterprise to be retained by those who contribute it, so long has our business a future for any of our sons.

NEW MEMBERS OF NWA EXECUTIVE COMMITTEE



JOHN H. STAUFFER
Herr & Co.



P. W. ANDERSON
Farwell, Ozmun, Kirk
& Co.



S. T. EXLEY, JR.
Harper & Reynolds Corp.

The Value of a Special Sporting Goods Catalog

By **E. C. KIESWETTER**

President,

*W. A. L. Thompson Hdwe. Co.
Topeka, Kan.*

What I have to say regarding a sporting goods catalog will apply in more or less degree to any special catalog or to any general catalog. However, the whims and caprices of the sportsman might be considered to be somewhat more exacting than customers in other lines and therefore more responsive to the kind of service that a specialty catalog gives.

Beginning in 1947, my company has been issuing two sporting goods catalogs a year; one in the spring and one in the fall, each containing merchandise of the respective season. The current information and prices on the lines shown in these catalogs are almost up to the minute at the time of issue for the reason that such a catalog can be prepared, printed and distributed within the short space of a few weeks.

There is little, if any, of it that is out-of-date before it is issued which is, I believe, rarely the case with a general catalog. At the time of issue, these catalogs do, therefore, provide for the dealer the latest possible information on sporting goods that we carry.

This catalog is used perhaps most frequently by the dealer in placing mail orders. And it is very important to a dealer to know that what he sees in a catalog correctly represents what the distributor has in stock; that the catalog numbers are correct and that the distributor will understand his order and ship it

as specified. The ease and convenience of such a working tool are quite an inducement to the dealer to use it frequently.

Another frequent use of our sporting goods catalog by the dealer is to help him sell merchandise that he does not carry in stock. As with mail orders, up-to-date catalog information and prices enable a dealer to proceed confidently in making such a special order sale.

In the case of most items, we show the list or retail price in our catalog. Our dealers tell us that it is a big help to them to have such prices before them as they try to sell merchandise not in their stock. Any question or challenge as to price by the customer can be answered by citing the retail price in our catalog. Apparently, the wholesaler is credited by the consumer with an infallibility not always attributed to the dealer.

Catalog Advantages

A special sporting goods catalog also has the advantage, particularly in the retail store, that it can be kept in the sporting goods corner or section for quick, easy reference. The department manager or sales person in charge can use it more frequently, and more efficiently, because he does not have to hunt through the bale ties, bolts, and bath tubs in the general catalog to get to the sporting goods section.

Many of our dealers keep our

catalog lying on their sporting goods counter, open and ready for use by any customer that is interested. It is typical of many sportsmen that they like, and seem to have the time, to gather in the sporting goods stores or corners and swap yarns or otherwise pass the time of day.

These gentlemen also seem to always be on the alert for something new and different or improved in the way of equipment or gadgets, and they are quick to buy it if it pleases their fancy. Some of them jump at a chance to thumb through a sporting goods catalog, and frequently will select from it the objects of their interest, not carried by the dealer, and order them with very few words exchanged with the dealer. It is easy and perhaps natural for the dealer to order such merchandise from the wholesale distributor whose name appears on the catalog cover.

These are advantages of a sporting goods catalog that accrue chiefly to the benefit of the retail dealer. But to the extent that they help the dealer to make additional sales, induce him to mail order more frequently and facilitate our handling of his order, they are a distinct advantage to us too.

We have found, too, that some of our important suppliers have been influenced by the fact that we present their lines of merchandise once a year to our trade through the medium of a specialty catalog. There is a dispo-

The value is a twofold one, says Mr. Kieswetter. To the extent that such catalogs help the dealer to make additional sales, induce him to mail orders and facilitate the handling of a dealer's order, these catalogs help the wholesaler. He describes his company's special catalog in detail.



E. C. KIESWETTER

sition on their part to lend greater support when that kind of promotion effort is applied by the distributor.

An advantage that we like about any special catalog is that it is possible to be highly selective in placing it. We want our sporting goods catalogs to be in the hands of those dealers who are really in the sporting goods business, who carry a stock and who, for the most part, order for stock and resale.

We prefer not to put it in the hands of a dealer who isn't in the sporting goods business but who may use it occasionally to order, say a set of golf clubs, a fishing rod or some other piece of equipment, for himself or a friend.

Our original mailing list for these catalogs was compiled by our sales department with careful scrutiny by our salesmen for the purpose of confining the list to dealers and prospects who were actively in sporting goods business. This list is revised from time to time and always just before we mail out a new catalog.

The salesmen make similar use of the catalog in the selective selling. They take the smaller, more convenient sporting goods catalog, rather than our general catalog, with them when they go into a strictly sporting goods store. Our general catalog is rather a hefty tome and our salesmen groan in carrying it.

The small sporting goods catalog, they say, saves much physical strain on them but more important, it enables them to work from a catalog that shows only those items that they want to sell to the exclusive sporting goods dealer. Their customer, not exposed to the complete line of hardware shown in the general catalog, is much less likely to try to buy lines of goods that he doesn't carry and that we don't want to sell him.

2000 Catalogs Used

We issue approximately 2,000 sporting goods catalogs, of 60 to 90 pages, at each printing. All of our general catalog work has been done for many years by a local printer. We own the plates or forms of our catalog set up, and once we have revised our sporting goods section for our salesmen's catalogs, the cost of running off the 2,000 additional copies and binding them as a dealer's catalog is small.

We do not operate a sporting goods trailer or display truck, nor do we travel any sporting goods specialty salesmen. All of our sporting goods is sold through our regular line men except, of course, the business which comes in by mail and telephone.

We are fortunate in having a sporting goods buyer and manager who lives and loves his work. He mingles freely with sportsmen over a rather wide area and thus has a personal

contact that is quite valuable. He is one of those gents that will exchange fishing or shooting yarns for an hour or two with customers, and go back to the office at night to finish up the day's work.

The true measure of the value of a sporting goods catalog would, I presume, be the sales volume produced by it, all costs considered, or perhaps the plus sales, that is, the sales that result specifically from the use of the catalog that otherwise would not have been made.

Except for arms and ammunition, we had very little sporting goods business prior to World War II. We have developed that department in the past five years to be a major one for us. In ratio to the total volume of business, it is larger than the average sporting goods volume as reported by our members in the sporting goods activity survey made by our association last Spring. In fact, it is larger than the group in that survey that reported the largest percentage of sporting goods sales to total volume.

While, admittedly, there were many conditions during this five-year period that were conducive to a rapid development of our new sporting goods department, the steady trend of our volume in the department during the last couple of years is conclusive evidence to us of the real value of the sporting goods catalog.

Experience With A Sporting Goods Trailer

By creating display arrangements inside the trailer that were flexible, Mr. Neely can use his company's sporting goods trailer throughout the year for other lines and also use its displays in his company's hotel sample rooms.

By R. C. NEELY, JR.
Secretary,
Amarillo Hardware Co.
Amarillo, Tex.

We decided to try out on a very modest scale a sporting goods truck or trailer and see just what the potential might be on sporting goods and allied lines. We had several requirements in mind for this sporting goods truck. I say "truck" because we had decided that we would have to get as close to the dealer's front door as we could in order that we could get him to come out and see what we had without being away from his business too long at a time.

This would require us to use a small enough truck so that we could park in front of a dealer's store and not violate local traffic laws about sticking out in the street too far. We felt that the dealer would probably want to be able to stand up in the truck, so we had to get a truck with these specifications. We checked several trucks and finally decided on a ¾-ton GM package delivery truck with a Herman body unit.

This unit complete with our display racks cost approximately \$3,000.

This type of truck is similar to those used by dairies and package delivery companies. We floored this truck with plywood, because it was necessary that we have a wooden floor to nail into. We then had a local carpenter make some racks and cabinets to handle our displays.

We purposely had these cabinet made so that we could vary the lines displayed each year and still have sufficient space to properly display them. We mounted each panel and marked each lure with its proper number and put them in this cabinet. Each panel had a hinged strip on the back in order that we could let these panels drop down and the dealer could sit down and select the items he desired.

We put a strip of wood on the edge of each section of panels and this strip of wood could be



R. C. NEELY, JR.

moved up and down on slotted sections in order that the panels could be secured when not in use. Wing nuts were used to hold these slotted strips in place. We also built a ledge on the bottom of these display trays so that the sliding panels could rest on them or the ledge could be used to write on. Below the ledge we built compartments for minnow buckets, water jugs, ice chests and similar items.

On the opposite wall we built vertical slotted partitions and lined these slots with felt so that we could display our rods without injury to them. These rods fitted snugly enough so that they would not bounce out when the truck was being driven. On some of the shorter steel fishing rods we had a circular rack made to display them.

For the reels, we secured several nickel-plated tubular rods which were secured to the floor and these reels were fitted to these rods with hose clamps. The reels were placed far enough apart so that the dealer could thumb the reels without removing them from these racks. We hung such items as creels on the back walls.

When we completed our display we made up a pre-printed order form which listed each panel exactly in rotation. Our salesman was able to put down the quantity of each item as they were called out by the dealer and when the dealer completed his order there was no delay in giving him his copy. We would show

on these pre-printed order forms the list prices as well as the dealer prices.

All of these panels and display cabinets could be quickly removed from the truck intact, so that we could use the same panels and cabinets in our own sample room when they were not in use, in our truck. This kept us from having to make up duplicate and expensive panels for our sample room.

When we used this truck for displaying other lines in our sporting goods department such as baseball and football equipment, we mounted shelves or panels to display them. We also used the truck in the same manner to display wheeled goods and gas space heaters when we were not using it in connection with our sporting goods department. In this manner we kept this truck busy all year long.

When we completed our first year of operation we found that we had almost doubled our sporting goods sales and greatly increased our sales of wheel goods and gas space heaters. We were convinced that one salesman working in this display truck could greatly increase our sales and also this truck could be our "proving grounds" for future road salesmen.

Methods We Have Found Helpful in Training Salesmen

A salesman should start as an order clerk, work at other related jobs; work as a price clerk, then as a telephone salesman. Five years in those capacities will help prepare him for the road, Mr. Hayden believes.

By CURTISS HAYDEN, JR.

Vice-President
Dunham, Carrigan & Hayden Co.
San Francisco, Cal.

I have been asked to make a few remarks on methods of training salesmen. This might suggest new methods, new approaches in training. We believe, however, that the most fundamental thing to stress is simply experience and hard work—in making a young man a better salesman.

We like to compare learning the wholesale hardware business in the same fashion as learning a trade. There are no short cuts. A prospective salesman must receive a firm foundation. He should start as an order clerk, and work at other related jobs until he is thoroughly familiar with the procedure of our operating department. He is then ready to work in our office, first as a price clerk, and then as a telephone salesman. A minimum

of five years spent in these various capacities will help prepare him for the road. To give him a territory before he is ready not only is unprofitable for the company, but unfair to that salesman.

Once on the road he will be confronted with a whole new set of problems. He will lack confidence and will have to lean heavily upon his past inside experience to get by. He will find the competition very keen from older, more experienced men.

Consider the number of departments and lines he has to solicit and be familiar with, plus the specialty lines many wholesalers carry such as floor covering, toys and outdoor furniture. We hold him responsible to make a representative showing in all departments—and we



CURTISS HAYDEN, JR.

break down his sales by departments at the end of the month. And this is where his earlier training and groundwork play an important part. It is human nature for him to gravitate towards selling in the departments he knows best.

It is the salesmanagement's responsibility to watch the new salesman's orders carefully, advising him of his errors, invite the salesman into the house as frequently as possible to discuss his problems—or better yet—travel with him on his territory and observe his problems at closer hand.

We emphasize the solicitation of future orders in our business.

A new salesman usually has a hard time getting this business and is at a decided disadvantage against the older, experienced men.

I was talking to a large hardware dealer in northern California recently and he related to me the lack of aggressiveness the average salesman displayed in asking for a future. These young men need help from their salesmanager in learning the

correct approach on how to get those valued futures.

The salesmanager should accept all sales helps the factory representative has to offer. This will result in less order taking and more salesmanship.

The salesmanager must stress selling quality to his sales force. This will increase profits and add to your prestige.

A new salesman will quickly learn how hard he has to work

to bring results that will satisfy his salesmanager.

I recall the writings of Saunders Norvell, the dean of the hardware industry, who first traveled for the old E. C. Simmons Company in the early 1890's. He said in effect, "There is no great trick in being a good hardware salesman. The salesman who has the most stamina to be an early riser, and the ability to work harder and longer, will be the most successful."

Atlantic City Convention Report

The Compensation and Training of Salesmen

Mr. Crosta's formula for successfully creating competent salesmen hinges on a fixed salary or drawing account, commission on sales, and he tells how to find the right salesman.

By **J. H. CROSTA**,
President,
C. A. Crosta, Inc.,
Denver, Colo.

Before entering into the subject you might be interested in a little of the background of our company. It was founded in 1887 by C. A. Crosta who came west from Gettysburg, Pa., to make his fortune in the mining camps of Colorado. He was a tinner by trade and opened a tin shop on 25 ft. of the land we own and occupy now. From that small beginning our company has by slow degrees become what it is today—still a relatively small concern, but successful and financially sound and having, I hope, the respect of our customers, suppliers, and competitors.

We sell only at wholesale and operate only in the Denver trade territory, large in square miles and scenery but somewhat sparse in population and industry. Our sales are slightly under two million dollars per year which will enable you to

classify us in comparison to your own business.

Now as to our subject and first:—

Based on the premise that the primary function of a jobbing business is to sell and that its success depends on its ability to sell, a properly trained sales force is an absolute necessity to such a business.

Unfortunately, sales forces have a way of growing by the hit and miss method, but assuming we have a business with no sales force, how should we proceed to build up a good one.

My first advice is not to hire a competitor's salesman because:

1. If he were good enough the competitor would not let you have him.
2. If he had the loyalty you want in a salesman, he would not leave the competitor.
3. If he had not been properly trained by the competitor he would be harder to train than a green man.
4. The relationship between you and your competitor would suffer by your having taken

his salesman. Furthermore, if it were known you did not hire competitors' salesmen, perhaps your competitors would not try to hire your men.

Need Trained Men

So if you are not to hire trained hardware salesmen, how then can you build up a sales organization? I would say, by all means, train your own men. You may already have good sales material in your office or warehouse personnel, but if not, and you must go outside, I would look for a man:—

1. Not too highly educated but with at least a high school education.
 2. Not inclined toward a specialized career and who would use your job merely as a stepping stone.
 3. Who had not been brought up in affluence.
 4. Who was a plain American, brought up in our public or parochial schools in the American Way.
 5. Of good health and neat appearance and one you would not have an aversion to if he were trying to sell to you.
 6. Of reasonably good personality, although personality develops with knowledge and self confidence.
- It makes no difference where the man comes from, whether a farm, a small town, or a large city. If he has the characteristics I have mentioned his suc-



BRIDGEPORT

Remington Dealer Letter



CONN.

*You can be
the Sportsman's
Santa...*

Use these free Remington displays and gift wraps to get new plus business this Christmas.

Their holiday-bright colors give extra eye-appeal... extra buy-appeal, too! Wraps are designed to fit the regular boxes so that you can sell stock now on hand.

So check the ones you'd like and the quantity. Then clip out the coupon and mail it.



CLIP AND MAIL THIS COUPON

Free carton wrap for 22's

R1 quantity _____
R2 quantity _____

Attractive green and red Christmas packaging. Fits over Remington 500 carton of 22 ammunition with price box toppers for better display. Two sizes—R1 for Remington Long Rifle—R2 for Remington Shorts.

Free gift cartons for 22's

R3 quantity _____
R4 quantity _____

Gift cartons in Christmas colors hold five boxes of 22's (250 cartridges). Puts gift in popular \$1.95 to \$3.50 price range. Also price box toppers. Two sizes—R3 for Remington Long Rifle—R4 for Remington Shorts.

Free shotgun shell wrap

R6 quantity _____ R7 quantity _____
R8 quantity _____

Eye-stopping Christmas packaging for shotgun shells. The sleeve fits the regular 25 shell box. Price box toppers come along with them. Three sizes—R6 for 12 gauge, R7 for 16 gauge, R8 for 20 gauge.

Free rifle display card

R5 quantity _____ sets

Santa points out that ever popular Christmas gift, a Remington 22 Rifle, on new price display cards. Hangs on barrel—4 in set.

Free hand-trap display card

R9 quantity _____

Here's a handy item for any shotgun shooter. The snappy display card explains its use. Target-thrower (the well-known Remington Hand Trap) and probably some shells and targets to go with it can be EXTRA business this Christmas. It's R9.

MAIL TO:

Christmas Promotion
Remington Arms Company, Inc.
Bridgeport 2, Conn.

Name _____

Address _____

SOME MEMBERS OF NWA EXECUTIVE COMMITTEE



CHARLES L. WHEELER
The Salt Lake
Hdwe. Co.



A. WESSEL SHAPLEIGH
Shapleigh Hdwe.
Co.



L. M. STRATTON, JR.
Stratton-Warren Hdwe.
Co.



ROBERT C. LENFESTY
Seattle Hardware Co.

cess will depend on the training you give him.

Training Plan

As to training, we start such a man in the warehouse in the receiving or shipping departments, actually becoming acquainted with the merchandise we carry. Our shipping and receiving clerks know why he is out there, and they see that he is put in charge of the right kind of man. After several weeks of that, he is brought into the office to learn our catalog and prices. When that has been accomplished to some extent, he is permitted to wait on the counter trade, and to talk to the trade on the telephone. He learns our sales policy, our method of doing business, our office practices, and how our credit department operates. He gets well acquainted with all of us, and we learn what kind of a fellow he really is.

When we hire him, we tell him we want eventually to place him in one of our sales territories, but that we cannot say when that might be. We start him at \$1.10 per hour, which is as much, or possibly more, than he has been making. After six months, if he has developed satisfactorily, we pay him \$1.20 per hour, and if after a year or eighteen months we do not have a territory open for him, we pay him \$1.30 per hour. After the first two or three

RETIRING MEMBER



SPENCER E. CRAM
The W. Bingham Co.

months with us he has been doing essential work that we would have to pay someone else equally as much for; therefore, his training puts no sizable financial burden on the company. When our sales trainee goes out into a territory, our inside force suffers for a while, but since selling is our most important function, the sacrifice is worth while. We try to keep two such men coming on at all times.

Compensation of Salesmen

Now as to compensation. My advice is to pay salesmen enough to keep them satisfied and happy, enough for them to

have the reasonable comforts of life, and enough that they will have confidence in themselves and some pride of accomplishment. If they do not have those things, they will not be good salesmen nor the kind of men you want to represent you. Your company is judged by the kind of salesmen you have. If you have unhappy, underpaid, disloyal men, your customers are the first to sense it, and you are judged accordingly.

Standardized Compensation

We have tried various methods of compensation and for the last 15 years have standardized on the following:

1. A fixed salary or drawing account.
2. Two pct commission on gross sales.
3. A fixed car allowance (more for a country salesman than a city salesman). This car allowance is sufficient to cover actual car expenses and contemplating the purchase of a new car every three years.
4. Actual hotel and incidental expenses including tips which are itemized. We do not permit padding, and our men call everything by its right name.

The drawing account can be varied to equalize the difference in earning possibilities between different territories.

Handy Coils

**NEW SALES...
NEW PROFITS**

1/4 INCH



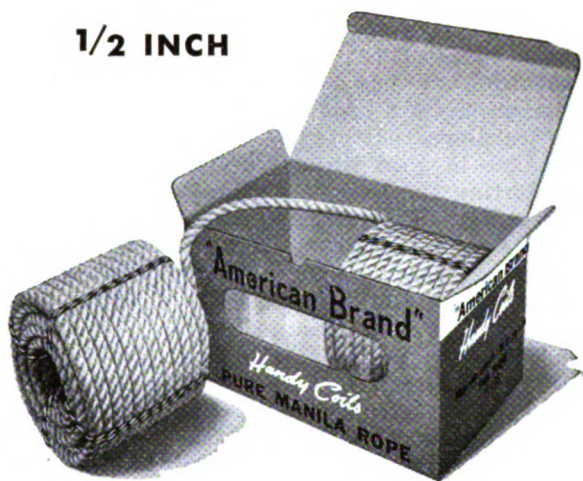
5/16 INCH



3/8 INCH



1/2 INCH



**4 POPULAR SIZES "AMERICAN BRAND" PURE MANILA ROPE
15 LBS. OF ROPE IN EACH BOX—100 FT. CONNECTED COILS**

Increased Sales—More impulse sales from counter displays of product.

More Profit—Sold with less effort. No uncoiling, no measuring, no weighing, no re-coiling.

Customer Appeal—Attractive package! Convenient put-up! Counter display suggests need!

Save Space—Boxes stock compactly. Easy to handle.

AMERICAN MANUFACTURING COMPANY
Brooklyn 22, N. Y.

Branch Factory: ST. LOUIS CORDAGE MILLS, St. Louis 4, Mo.

Sales Offices: Boston, Chicago, Houston, New Orleans, Philadelphia, San Francisco
ROPE • TWINE • OAKUM PACKING • ELECTRICAL AND CARPET YARNS

Act Now! GET FULL INFORMATION!

AMERICAN MANUFACTURING COMPANY
Noble & West Sts., Brooklyn 22, N. Y.

Please send complete information about **HANDY COILS**.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Results of an Employee Compensation and Bonus Plan

Bonus setup encourages those covered to strive for better operation, Mr. Morley states, although there are points which have to be changed in the plan.

By **BURROWS MORLEY**

*Morley Bros.,
Saginaw, Mich.*

I think that most of us who have bonus plans probably have them for two reasons: First, we like to have our employees share in earnings, particularly when we are in good times, without distorting our basic wage rates. Secondly, most of us are in towns where we have competition from manufacturers with high hourly wage rates. Unless we do something about it, we lose a lot of good people to those manufacturers by reason of our employees being attracted by the higher rates, even though those industries may not be working week by week, or steadily throughout the year, in many cases.

Now, this plan that I am going to touch on briefly is one that of course didn't blossom forth over night, but took some nine years to set up, and there are still some "bugs" in it. I know that some of you must have what you consider dandy plans, and I would like to hear about them, and get some suggestions.

Basically, it is very simple. We have two bonuses, a quarterly bonus and an annual bonus. Both stand entirely on their own feet. The annual one is paid on the year's showing; the quarterly, on the earnings of each quarter.

There are certain simple factors that we think make the plan work better. First, our base rates to our employees must be comparable to those of like businesses in our own area. They may of course be a few cents under or a few cents over, but, by and large they have to be comparable to the competition in the area. Secondly, our bonus plan will have no exceptions, whether it be from the man who is sweeping the floors right on up to the top men. And everybody shares, even if they work but a day—they are pro-rated. Everybody, that is, who is covered by the plan.

Our bonus is always fixed on the percentage of a man's base pay. We do not include overtime when figuring it. We use as our yardstick the base pay, and figure it only from that. The management, in determining the amount of these bonuses considers both net profit and volume. Of course, if you don't have a net profit, you can't pay a bonus. Volume is the key to that. But we try to consider them together.

Bonus Payments

The first quarterly bonus will be announced about April 15 or 20, when we get the figures, but

it is not paid until about the 15th of the month following, because our pay-days are on Wednesdays, which would be generally about six weeks from the time the quarter is over. It is paid to employees of record as of that date of payment. So you see, we hold the employees over into the next quarter—that helps to keep them with us. And we have had no objection on that from the employees.

Annual Bonus

The annual bonus is based on the year's showing. That is paid for so many hours, so many hours of the basic wage rate, plus a dollar for each year's service in the company. So the quarterly payment is a flat percentage of the man's base rate, and the annual bonus is so much for the volume of dollars plus a dollar for the man's service.

In computing these bonuses we use a rule of thumb—one-third of the earnings in bonuses, one-third in dividends, and one-third in the surplus. That is roughly our rule of thumb. And, it depends on whether we have building programs or something like that coming up that varies.

Now, let's take a couple of instances of people in jobs that we all have, and see how it works out. Take an ordinary clerk, for example. In the year 1948 the basic rate was 90 cents. The first quarter he got a 20 pct bonus. Like most of you, we work a 40-hour week. The second quarter he received 20 pct, the third quarter 20 pct, and an annual bonus on top of that. So his rate, figuring those in, was \$1.08 an hour, plus 400 hours annual bonus, plus a dollar a year for his service, plus his over-



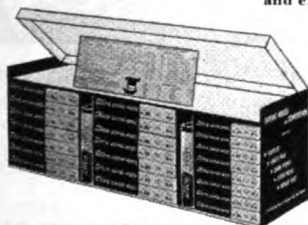
TOUGH to sell a BUFF?

- NOT WHEN YOU STOCK

Dico

**BUFFING WHEELS
AND COMPOSITIONS**

THIS DICO UNIT
(less than a square foot!)
PUTS YOU IN THE
BUFFING WHEEL BUSINESS
FOR ONLY \$19.00 (Retail Value \$28.50)
(Display includes 24 buffing wheels, 12 tubes composition and extra flanges)



Attractively boxed wheels and compositions easily sold from rear of unit. Handy chart under tray gives complete at-a-glance sales and use information and prices.



If buffs have you buffaloed... if you have to grope and guess when customers seek advice on buffing problems —you need this DICO unit! This compact unit stocks the most popular types and sizes of fine-quality buffing wheels and tube-packed compositions—gives you at-a-glance information on the proper DICO wheel or composition for every job. Each wheel is neatly boxed—complete with spindle flanges and instructive Buffing Manual.

Get your DICO Buffing Unit now—and get ready for profitable buffing business!

ORDER FROM YOUR JOBBER—OR DIRECT FROM

Divine Brothers Company

Hardware Products Division, UTICA, NEW YORK
WORLD'S LEADING PRODUCERS OF BUFFING WHEELS

**NOW — NATIONALLY ADVERTISED
TO 3,000,000 HOBBYISTS**



Complete for \$2.59 RETAIL
(2 Dico buffs, 2 Dico compositions)

HARDWARE AGE, OCTOBER 19, 1950

**SOME MEMBERS OF
AHMA
EXECUTIVE
COMMITTEE**



S. C. SLAYMAKER
Slaymaker Lock Co.



F. J. TONE, JR.
The Carborundum Co.



GEDDES PARSONS
P. & L. Corbin Div.



J. G. GEDDES
H. K. Porter, Inc.



R. W. CHAMBERLAIN
The Stanley Works



LUCIUS G. PRATT
Samson Cordage Works



F. T. STONE
Columbus McKinnon
Chain Corp.

time. His wage rate was \$1.08 plus the annual bonus of \$400 plus a dollar a year service.

A packer, for example, had the same rate, 90 cents. And a checker at that time was getting a 90 cent rate. So, with his bonus rate and his annual he had \$1.14 an hour, and \$400, plus the one dollar service.

In 1949 the order clerk was raised to a dollar, and he got a 12½ cent bonus. Net profits dropped off. Then the second quarter was better and he got 15½ in it, and the third quarter averaging a little under 14½ pct for the year. He had 300 hours annual that year. The net was down, as I say. And he got that plus the dollar a year for service longevity.

The checker's basic rate had gone up to \$1.05, so it averaged out to \$1.20. The packer averaged out to \$1.09, plus his annual bonus.

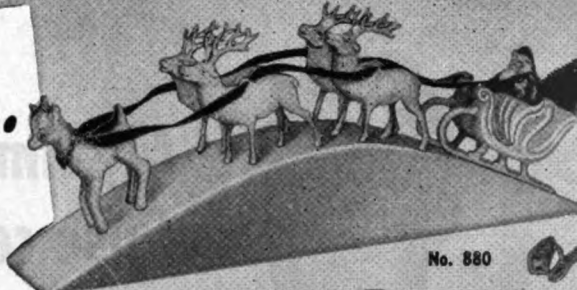
This year, so far, our basic rates on the order clerks have gone to \$1.05 and on the checker \$1.15, and the packer to \$1.00. The first quarter was a 15 pct bonus, the second was 20 pct. I don't know what the third quarter will be, it will depend upon whether we get the merchandise we want.

To show you the results of this program I use the records for three years. We are not losing our younger people to industry. We have five General Motors units in town and they are doubling the size of their plants so that there is quite a bit of draw there for making the people a little "itchy" for higher rates. Another thing, we have obtained better cooperation between employees of different departments. They all seem to know that if we do a good job together we are going to share in it.

Our base rates are not out of balance with those in the valley, and when there is a shrinkage in business our employees do not seem to beef about it. In 1949 we had several people come to the office after the notice was posted on the bulletin board. They were very thankful and were not surprised that it wasn't more. They knew business was off. The base rate was still the same but the bonus had gone down.

Our employees have reached the point where they really expect the bonus to be down if business falls off. They expect it to be higher, on the other hand, if business goes up. We will know more about that when we have our figures. Our employees seem to take a more direct interest in things that are going on. And we always try to have the employees own stock in the business.

SELL ROYAL LIGHTING... THE YEAR'S OUTSTANDING LINE

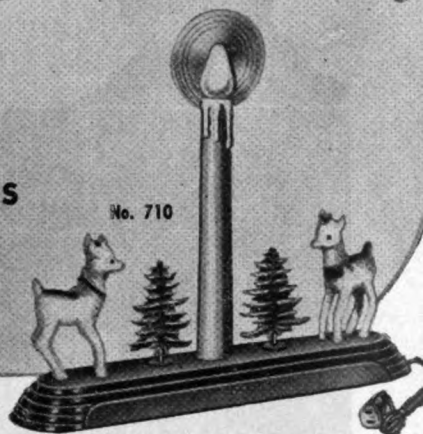


No. 880



No. 948

... LED BY
PLASTIC NOVELTIES
WITH
"RUDOLPH
THE RED-NOSED
REINDEER"



No. 710

Royalites FOR Christmas

Novelty . . . variety . . . saleability! The "something different" customers look for. They'll excite interest by National Advertising, and carry right thru to the cash register.

Show them . . . sell them!



No. 980

FLAMEPROOF VISCA TREES

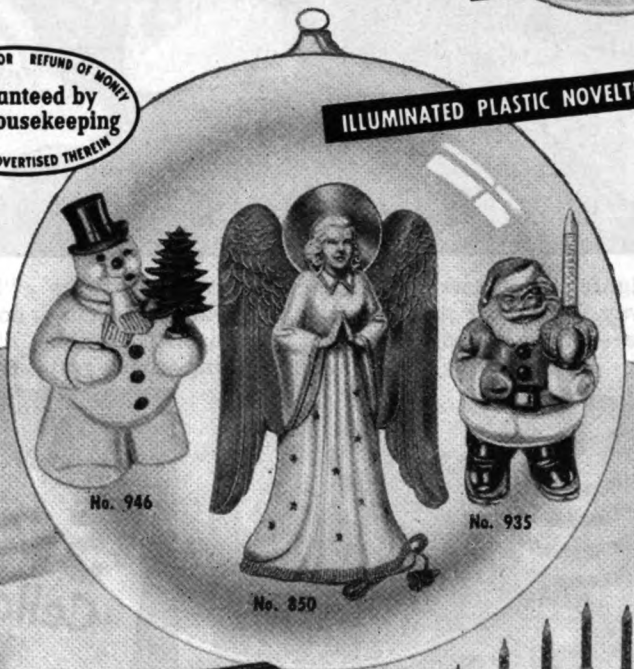


No. 932

No. 930

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

ILLUMINATED PLASTIC NOVELTIES



No. 946

No. 850

No. 935

No. 790

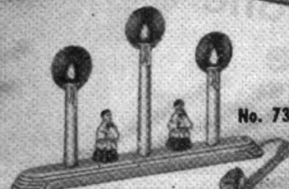
All Plastic CANDLE SETS

No. 705

No. 780



No. 735



No. 736



No. 109K



BUBBLING LAMP SET

ROYAL

Order from your wholesaler-TODAY

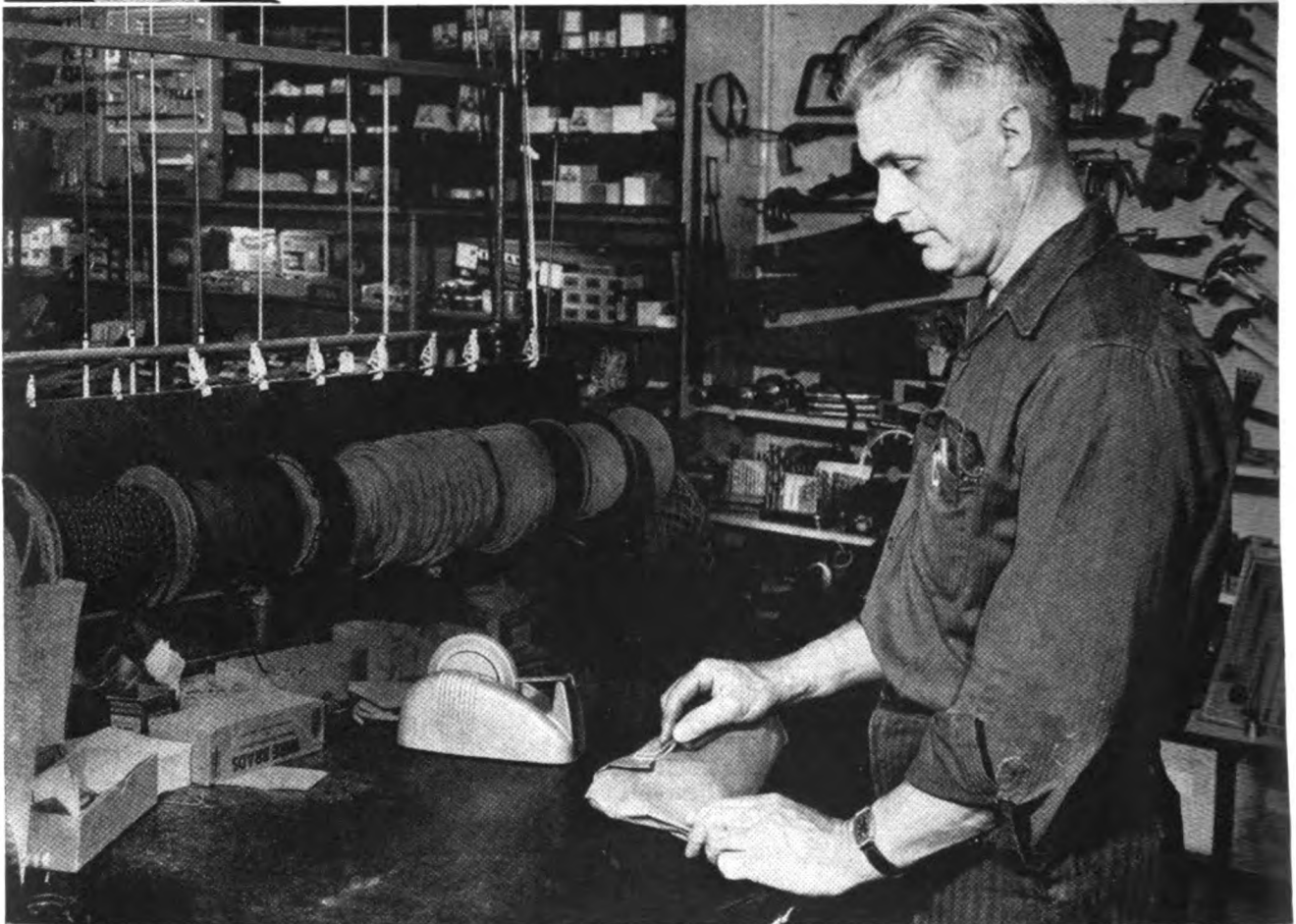
Write for complete full-color catalog

ROYAL ELECTRIC COMPANY, 100 BUCKLEY BL.



"My time is worth money...that's why I use cellophane tape for wrapping!"

Says Ken Bauer, A. G. Bauer Hardware,
1107 W. 7th St., Saint Paul, Minnesota



"I figure package wrapping time is expensive, it takes me away from more productive work—waiting on customers—ringing up sales. That's the reason I use the fastest, cleanest way I know of sealing packages:

"SCOTCH" Cellophane Tape! Customers like the neat looking packages it makes, and I like the way I get 864 packages out of every roll of tape. Makes odd shaped packages a cinch to wrap, too!"



SPECIAL OFFER! Two Heavy Duty Dispensers plus twelve rolls of $\frac{1}{2}$ " x 2592" "SCOTCH" Cellophane Tape. Dispensers included in deal at \$2.50—regular price \$5.00. See your jobber today... tell him you want Deal "T"!



HANDY ALL OVER THE STORE for sealing, holding, mending. Remember to insist on "SCOTCH" Brand Cellophane Tape in the bright red-and-green plaid container! Made in U. S. A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn., also makes of other "Scotch" Brand Pressure-sensitive Tapes, "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives.

General Export: DUREX ABRASIVES CORP., New Rochelle, N. Y.

In Canada: CANADIAN DUREX ABRASIVES LTD., Brantford, Ontario

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Item
No.

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These Crucial Days

We need new national leadership and reality in approaching international questions, Columnist Dorothy Thompson maintains. Advocates election of Gen. Douglas MacArthur as our President.

A plea for new national leadership was made at the Monday evening joint opening session by Miss Dorothy Thompson, newspaper columnist, who spoke on "These Crucial Days." She suggested the election of Gen. Douglas MacArthur, as our President. "This country needs new leadership . . . that is not in any way tainted with the errors of the past years, and that is very hard to find in any party ranks," she declared.

"This country needs a President, who like the first one, was great in war, great in peace, and great in the hearts of his countrymen. There is such a man, but his countrymen hardly know him, and what they know is fed to them by pygmies, who, by nature, hate and fear greatness. He has perpetually wrenched victory out of defeat. He has held the two hardest governing jobs in modern American history—in both cases, the job of governing inimical peoples and making them like it. He is the only American who has known how to deal with the Russians, without provocation and without appeasement. He is a man of immense intellect and culture. He fears God and nobody else . . . I wish he would come home."

In a review of the history of empires and of western civilization in the past two centuries she told of some of the social and political changes resulting from wars and trade expansion.

"A peculiar characteristic of the American mind," held Miss Thompson, "is its tendency to abstract idealism . . . the divorce between ideal and real. What

makes the disease worse is that our people believe it to be a peculiar virtue, it leads us to take a black or white attitude toward international questions, with inadequate comprehension of historical, cultural, geographical facts, and to seek to impose our notions of good or bad upon everyone. In this, if I may say so, we are not altogether unlike Russia. Our leaders and people are, to be sure, animated by the most decent motives. They want everybody to be free, competitive, peaceful, and democratic. But since they persistently disregard realities their efforts often result in the end of what peace, freedom, and independence already exist.

Hitler's Rise

"Hitler's rise to power was greatly facilitated by the destruction of the ancient German monarchical system in favor of a weak Republic that lasted exactly 15 years," said Miss Thompson.

"During World War I American leaders—Woodrow Wilson especially—were responsible for raising as a war aim the self-determination of nationalities. The result was to break up, instead of reforming, the Austro-Hungarian state, which for over 800 years had governed the Danubian area as a check to the imperialisms of both pan-Germans and pan-Slavs. Each new state was weak and jealous of its neighbors, and each contained minority nationalities who wanted to break away—Ukrainians in Poland; Magyars in Rumania; Slovaks and Magyars

and Germans in Czechoslovakia. So East Europe was Balkanized and eventually swallowed up, first by Hitler and then by Stalin. By comparison the old reactionary Austro-Hungarian federal and supra-national state appears as a model of law, freedom, unity, justice, and culture.

"But, again, if American abstract idealism leads us to reject the facts of history, it also leads us to disregard geography. When I became fully aware of the cumulative realities of Teheran, Yalta, Potsdam, and the Italian Peace Treaty, my hair stood straight on end. None of us, incidentally, became fully aware until two years after Yalta, for not until then were the full texts of the agreements published, if, indeed, they were or have ever been published!

"With what inky blots and rotten parchment bonds are we now bound in? What has become of American freedom of action? And what, actually, was done by the negotiators at these conferences? Fascinated by the mirage of universal reconciliation, western leaders disregarded both historical and geographical realities.

"History records that regardless of ideologies, few great states have resisted the dream of world empire if it was within their power to realize it. The elementary facts of population and geography are that only that power could conceivably realize world empire that first puts itself into control of the central land mass of Eurasia, miscalled the Eastern Hemisphere, which contains more than three-fourths of the population and resources of the globe.

Russia's Position

"War and postwar arrangements—those inky blots and rotten parchment bonds—gave Russia precisely the position Hitler coveted," emphasized Miss Thompson. "All the historic and geographical strongholds for the land defense of the European peninsula against Central Asia were made available to Stalin; Warsaw, Budapest, the Pripet marshes; and the Italian Giulian Plain and Alps. The last outposts on the Danube, the Elbe, and Giulian Italy were laid wide open and were, and remain, to-

Is cheap-laid furniture
ruining
Your Floors?

Bassick furniture glides
Save Floor Repairs

Bassick

You're in the POST and in the profits with Bassick CASTERS & GLIDES

Keep your floors
beautiful... with
Bassick
Casters

Bassick

People who read the SAT-
URDAY EVENING POST are di-
rected to their local hard-
ware store for casters and
glides.

Thus Bassick helps build
business and profits for you.

Carry—and feature—na-
tionally advertised Bassick
products.



Use this Bassick display to
help you cash in on Bassick's
national advertising.

THE BASSICK COMPANY,
Bridgeport 2, Conn. DIVI-
SION OF STEWART-WARNER
CORP. In Canada: BASSICK
DIVISION, Stewart-Warner-
Alemite Corp., Ltd., Belle-
ville, Ont.



Bassick

MAKING MORE KINDS OF CASTERS
... MAKING CASTERS DO MORE

tally unfortified and disarmed.

"Stalin, today, controls the whole central Eurasian land mass, because with huge armies stationed in positions to prevent it, the west gave him the points of departure, totally disarmed both Germany and Japan, without the foggiest notion, apparently, of how they were to be defended—and then demobilized the greatest army, navy, and airforce on earth!

"There is no parallel for such action that I can recall from history. But the worst aspect is that it occurred without any popular or vigorous opposition, either in this country or elsewhere in the west. Our leaders, both in government and in public opinion, managed to convince themselves that Germany, as a nation, was the mother of all evil in Europe, and that if she were destroyed as a power, Europe would return to peace and happiness. The historical facts are that Europe has perennially been attacked, in an attempt to subject her, by whatever power was strongest on the mainland at the time.

"The present Soviet Imperium rests on a central land mass politically and militarily integrated, which, by reason of immense area, independence of resources, inexhaustible manpower, and interior lines of communication, cannot be blockaded by navies, or knocked out by air, or occupied by island forces of vastly inferior manpower which must be transported overseas and landed on peninsulas, while the armies of the Central land mass only have to keep on walking and fighting to occupy these peninsulas.

Have Won in Korea

"The contrary has not been demonstrated in Korea. Under the leadership of a military genius, we have apparently won in Korea, but only because the Russians and the Chinese communist regime have not, until now, decided to precipitate a general war. That we could have been driven out of Korea had Chinese and Manchurian forces chosen to support, in force, the North Koreans is unquestionable.

"Two men gave Formosa to nationalist China. There was no treaty involved, ratified by the

Congress of the United States. The wishes of the population of Formosa were not taken into consideration. To be sure, the population are largely though not wholly Chinese, and they were heartily anti-Japanese, although they flourished economically under Japanese rule. There have always, also, been many Chinas, in fact it is a safe bet that the Soviet Union will do its best to see that China is never completely unified under any leader, even Mao Tze Tung. For the Soviet Union wants neither strong enemies nor strong satellites who might one day switch sides. Like Philip of Macedon, who surrounded his central position with a scrapheap of states, Soviet Russia, following the classical pattern of world empire, works to weaken not only her enemies but her supporters. They are always satellites.

"If one follows the European frontier changes that seem perhaps insignificant, you can see that every one of them has a military and political-geographical significance. By partitioning Poland in the east and then compensating her with German territories in the west, and by annexing East Prussia, she has outflanked Poland and created a perpetual bone of contention between Poland and Germany. By annexing the small and insignificant territory of Carpatho-Russia from Czechoslovakia, she has obtained a direct frontier on Hungary, and driven a Russian wedge between the two satellites. Everything she has done has been for perfectly rational purposes. Nothing the west has done can be described in relation to any purpose whatsoever.

Communist Influence

"Now, we are inclined to suspect the influence of Communists and fellow-travelers on our policies. I have no doubt whatever that they did influence our policies," stated Miss Thompson. "But they were able to influence our policies because of the peculiar blindness to western and American interests created by the mirage of universal reconciliation in One World.

"From the time of the San Francisco conference, it has been almost impossible to raise any
(Continued on page 210)

**Dealers Sell
Tough H.Q. Wrecking Bars
on Good Looks**



**dealers sell Warren-Teed design, too,
because H.Q. Wrecking Bars pull
with claw hammer ease . . .**

● One volume-selling tool helps make a volume-selling store. And Warren-Teed Wrecking Bars, volume-sellers because of design and manufacture, show strong buyer preference in various parts of our country. Sold on good looks, they perform handsomely on any job. Sold with extra selling advantages, Warren-Teed Wrecking Bars are shaped and tapered for super-efficient prying, lifting, wrecking and pulling.

Professional carpenters have become intrigued with Warren Tool's Wrecking Bar. The hexagonal body is easily grasped and wielded by efficient hands. These bars promote speed and savings in time. A sharp, polished, chisel edge is set at a great angle for rapid, efficient prying.

Dealers benefit from this customer satisfaction in return sales and improved reputation. Like many other Warren-Teed tools, you buy 'em by the convenient, pre-packaged half dozen in two standard sizes: $\frac{5}{8}$ " x 18" and $\frac{3}{4}$ " x 24".

HOW'S YOUR STOCK?



PICKS



MATTOCKS



WEDGES



SLEDGES
(Packaged With
and Without Handles)



WARREN TOOL CORPORATION

General Offices . . . Warren, Ohio

General Sales Offices . . . 105 W. Adams St., Chicago 3, Ill.

Export Division . . . 30 Church St., New York 7, N. Y.

Reasons for Building A Multi-Story Building

A move to a one-story plant would cost \$2,500,000 and more. Trucking, handling and other costs in such a plant would rise. Hence Mr. Terstegge's company decided to erect a basement and five-story building at its present location and save money. He tells how this saving will be effected.

By **W. H. TERSTEGGE**
*President,
Stratton & Terstegge Co., Inc.,
Louisville, Ky.*



W. H. TERSTEGGE

In recent years, our association has arranged a number of discussions outlining the advantages of one floor warehouses; also, some very enlightening talks describing the economy of handling merchandise with fork-lift trucks. These discussions have usually left the listener with a very rosy picture of the economy and the resultant increase in profits that can be obtained through the use of fork-lift trucks and one-floor construction.

The business which I happen to head has grown to the point where we have needed more room for several years. Naturally, we have given considerable thought to the type of building that would serve us best. I have taken advantage of every opportunity afforded to visit operations conducted on one-floor plans and, of course, am quite cognizant of the result to be obtained in a multi-story building.

If my company decides on a

one floor warehouse, the first thing to be considered would be a complete new location. We are fairly centrally located, have a railroad siding, and in an industrial built up part of Louisville.

We are using approximately 400,000 sq. ft. of floor area at present and are crowded. If we move to a one floor location, we would, of course, need 400,000 sq. ft. of floor area to take care of present requirements. As such requirements can only be found in the outskirts of the city, we would also have to provide space for parking of employees' cars, as well as ample truck dock space and railroad siding. Our warehouse requirements alone equal approximately nine and one quarter acres. Add to this the additional space required for parking and railroad siding and I estimate we would need 12 or 13 acres to take care of our present business.

Next, we must consider our growing pains and, in order to be consistent, we would not plan

to grow in the future by building a second floor, so we must buy a tract of at least 25 acres. Perhaps 30 or 35 acres would be better. I have no idea what this land would be worth, but as a reasonable guess I would estimate that a desirable location in Louisville would cost at least \$3,000 an acre and could run double this amount.

You will pardon me, I trust, in bringing my actual problem in to this discussion. As we need an additional 100,000 sq. ft. of space, we must provide a new building of 500,000 sq. ft. I believe it is safe to estimate that a new building would cost a minimum of \$5 a sq. ft., so 500,000 sq. ft. would cost \$2,500,000 for a new building, plus the cost of a lot. I believe this estimate to be minimum rather than maximum.

As opposed to the one floor plan, we have reached a decision to build a multi-story building of five floors and basement. We must remove some very old buildings, with approximately



WATER FACTS WORTH DOLLARS TO YOU...

WATER SEEKS IT'S
OWN LEVEL

But if that level happens to be in the
basement of one of your customers, he'll
come running to you for KAY-TITE.



KAY-TITE

PROTECTS
MASONRY
AGAINST
WATER
SEEPAGE
for

BRICK

STUCCO

CINDER BLOCK

ROUGH MASONRY

UNGLAZED TILE

WHITE
and

CREAM GREEN
BUFF BLUE
YELLOW GRAY
SPANISH BUFF ROSE
BRICK RED

COLORS

Farmers, contractors and home owners all over the country are using Kay-Tite to control water seepage in masonry and to paint outside of masonry buildings to give them lasting surfaces.

That is your big market for Kay-Tite . . . It's profitable too . . .

Here's the deal: YOUR CHOICE OF 12 KAY-TITE WHITE OR 6 WHITE AND 6 GRAY (ALL 10 LB. CANS) FOR \$20.88. RETAIL VALUE IS \$34.80!

(Kay-Tite is also available in 50 lb. drums, list price \$11.00.)

Figure your profit on this deal and act today. The coupon order form will get quick action.



ORDER COUPON

KAY-TITE COMPANY
West Orange, N. J.

Send us the Kay-Tite Deal on 10 lb. cans.

..... 12 White @ \$20.88

..... 6 White and 6 Gray @ \$20.88

Name.....

Address.....

City..... State.....

Jobber's Name.....

KAY-TITE COMPANY

WEST ORANGE

NEW JERSEY

More than 20 years of satisfactory performance

ANNOUNCING

a new complete line of NYGLAS FISHING RODS by



Nyglas tubular glass rods . . . 20 rods . . . for every type of fishing. Peerless action, designed to set a hook, engineered by one of the country's leading fishing rod experts . . . blanks and completed rods built by Union Hardware on the basis of its more than 40 years experience making better fishing rods.

Also a line of rods in solid glass.

A ROD FOR EVERY FISHERMAN GLASS-BAMBOO-STEEL

Write for New 1951 Catalog showing the complete line of fishing rods by Union Hardware.

NYGLAS TARGETEER

SEE OUR EXHIBIT IN BOOTHS 998-9
AT NATIONAL HARDWARE SHOW



30,000 sq. ft. of area, in order to make room for our new building. Consequently, the new building will be nearly 135,000 sq. ft. of area in order to give us an added 100,000 sq. ft. more space than we now have.

We estimate this new building to cost us approximately \$800,000. There is immediately a saving in investment, between this figure and \$2,600,000 for the new one floor plan, of \$1,800,000. If our present location could be disposed of for \$800,000, we would still have to invest \$1,000,000 more for a one floor plan than we would to build a multi-story building on our present location.

If we borrow \$1,000,000 at 4½ pct interest, add 2 pct for depreciation and 3½ pct for taxes, insurance and repairs, our overhead carrying charge costs \$100,000 per year above our present lay-out.

Additional information can be found in studying the average overhead expense figures for 1949 as compiled by our own Association office. The national average overhead per cent of expense for the wholesale hardware houses in 1949 was 16.09 pct. From this chart, I have picked out the expenses that will not be affected, in my judgment, one way or the other by the type of building occupied. These are the officers' and department head salaries; office salaries; general office expense such as postage, stationery, telephone, legal and collection expenses; salesmen's salaries, expenses, commissions and other remuneration; loss from bad debts and interest on borrowed money.

The expenses that will be affected by the type of building used are boxing and packing expenses, trucking and draying, store and warehouse salaries, which amounted to 3.40 pct last year.

In an effort to analyze this 3.40 pct expense further, I have referred to an ideal overhead expense budget which our Association compiled several years ago from information received from our own membership. While this budget is a little outdated as to rates of pay, I believe the percentage figures are still valuable.

The budget I refer to is for a house doing \$3,000,000 annual

sales with budgeted expenses of \$540,000, equal to 18 pct of sales. Of the \$540,000 total expenses, \$53,700 is budgeted for store and warehouse salaries. These salaries included one shipping clerk, two assistant shipping clerks, four stock foremen, five stock clerks, four packers, three receiving clerks, 15 order clerks, two laborers, two elevator operators, three checkers, one superintendent, one night watchman and two repair men.

Under boxing and carting budget, totaling \$21,800, it was estimated that 9 truck drivers and helpers would be required.

Trucking Expenses

The pertinent point of this budget is the relationship of elevator operators compared with truck drivers and helpers. It seems that it takes over four truck drivers to haul away the merchandise one elevator operator handles. I firmly believe that the operating expenses of a motor truck are many, many times the maintenance and depreciation of an elevator.

Assuming that it is necessary that our building be three miles from the center of town, which in our case would be three miles further from truck depots and railroad stations, is it logical to think that we can truck a ton of freight three miles for less expense than we can elevate or lower it 50 feet in a multi-story building?

It seems to me that the expenses saved by eliminating two elevator operators and maintenance of equipment could be dissipated many times by the increased cost of operating more motor trucks, due to the greater mileage necessary to an outlying location.

Should the additional trucking expenses balance out the cost of elevator operations, we would still have the added burden on \$100,000 covering the larger investment necessary to eliminate elevators.

Certainly, with the conditions surrounding our operations as I have presented them to you here today, there cannot be any question as to the wisdom of staying in our present multi-story buildings and adding a new multi-story building to our present warehouses.



Sign up for faster turnover, bigger **PROFIT\$!**



HIGH STANDARD HOUSE PAINT

High Standard House Paint is at the top of the ladder in sales and profits. Gives solid, protective coverage to more square feet of surface than ordinary house paints! It's a known high profit builder for Lowe Brothers Dealers everywhere!

"A typical Lowe Brothers Dealer like me wants passers-by to remember his store as headquarters for *consistent high quality*.

"Like everything in their complete plan of product backing, Lowe Brothers' many general and point of sale signs are carefully designed to get that idea across quickly, effectively. They're *extra high* in attention-getting value—extra *valuable* as continuous advertising messages!

"... But, most important to *you* is the fact that Lowe Brothers *know these signs alone will not do the job*. That's why their program of complete, consistent and coordinated dealer support also includes action provoking displays, color cards, books, enclosures, special store promotions and cooperative newspaper advertising!

"All of these things *working together*—in aggressive support of products of unsurpassed quality—add up to *good business* for dealers under the *Lowe Brothers* sign! Line up with Lowe Brothers for faster turnover and bigger profits! Write for complete agency details today."

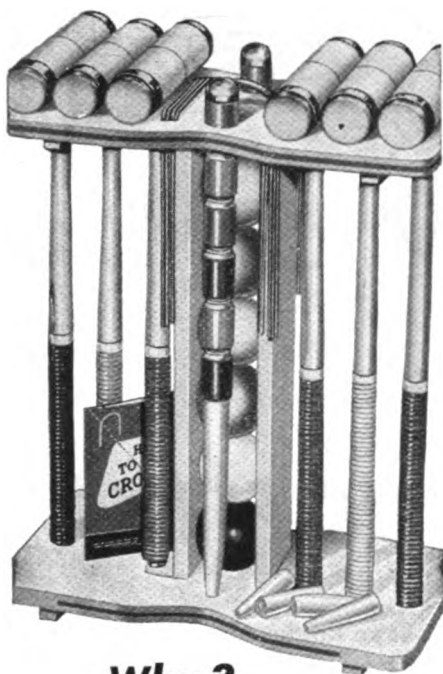
The Lowe Brothers Company • Dayton 2, Ohio

Lowe Brothers

PAINTS ★ VARNISHES

MILLIONS

laugh and play with
SOUTH BEND CROQUET!



Why?—

- 1 The one game the whole family can play
- 2 Inexpensive
- 3 10 models meet every family requirement
- 4 Satisfies increased interest in family recreation

SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N. Y.
South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.

Midwest—South Bend Toy Mfg., So. Bend, Ind.
So. Calif. & S. W.—Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, Calif.
No. Calif.—Standard Toy Agencies, 718 Mission, San Francisco, Calif.

Denver & Pac. N. W.—Leo Scherrer, 2840 W. 93rd St., Seattle 7, Wash.

SOUTH BEND TOY MFG. CO.
SOUTH BEND 23, INDIANA

SOUTH BEND
Croquet

AMERICA'S FAMILY GAME

(Continued from page 204)

searching questions about the United Nations. The idea of a League or Federation of states to outlaw war among its own members and guarantee peace under law by a system of collective security is rational—and it is at least 200 years old.

Heading for Trouble

"The United Nations doesn't even have a proper definition of eligibility. Theoretically it is an association of sovereign states—sovereign, at least, in their foreign and military policies. But right in San Francisco, a concession was made which threw all rules of eligibility right out the window. The Ukraine and White Russia were admitted to membership in the Assembly as separate states. Can they negotiate treaties, or independently pledge their populations? Actually, even Russia's East European satellites are not states at all. They are colonies of Russia. But we immediately gave way, because, oh, horrible thought, otherwise the Soviet Union might not enter the U. N.! Suppose it had not? Would we be better or worse off today? The U. N. has no law, it has no judge, and it has no policeman.

"To intervene from one end of the world to another for purely idealistic considerations, means to dissipate our military and economic strength, and, in the end, to commit national suicide. And the only hope yet remaining to the free world lies in the undissipated strength of the United States, which should hold, conserve, and build up that strength—and above all achieve total and complete mastery of the air, holding our force for the final, and decisive phase of the conflict.

"The Soviet Union is in for a lot of trouble. The Soviet System is not, in the long run, a system for building and maintaining a world empire. It is too rigid, too ideologically bound, and too utterly blind, rather like ourselves, to the profound differences between races, civilizations, and cultures. Julius Caesar, the greatest world conqueror who ever lived, and a great man and statesman, as well—one of the very greatest—founded a world empire that lasted many centuries

because he understood decentralization, and extended to the conquered provinces equal citizenship and the first just and impartial law many had known.

"That lesson which the west, until this century, has preserved, is unknown to the Soviet Union. Even communists do not know freedom under Russian rule. Russia will have trouble with China in the long run—and Mao Tze Tung has dreadful troubles at this moment. Nobody has ever managed to organize all China, and whoever does will certainly, communist or no communist, become a rival to Russia in Asia. History doesn't stop, ever. Who can foresee the future? We must prepare to defend our own civilization. But I agree with Senator Taft that a Monroe Doctrine for Europe would be a more effective defense than trying to build up armies on the Elbe or the Rhine.

Must Defend Ourselves

"Above all, we must defend ourselves. And that means concentrating, not dissipating, military and economic force. I cannot accept the notion of balanced armed forces to defend whatever Russia decides to strike. No nation in history has ever managed to have absolute superiority, and that is what counts—on land, on the sea, and in modern times, the new element, the air. We cannot pit American foot sluggers against the hordes of Central and East Asia. Nor can we economically support the whole world. This country is suffering from delusions of grandeur! We can sacrifice a lot, and we must, I think, sacrifice a lot. But, in the end, the future of freedom—for those who want it, which is by no means everybody—depends upon the concentrated strength of this country. If our efforts to secure the Four Freedoms everywhere in the world—by paying people to be free—lead us into a wild inflation, the collapse of the American middle classes—who always, in all times, have been the supporters and bulwarks of freedom—and into a quasi-military dictatorship under the guise of preventing war, then not only what is left of the free world will perish, but we shall perish too, and the result will not even be the triumph of Russia, in my belief. It will be the triumph of world anarchy, exactly the sort of anarchy that followed the fall of Rome.

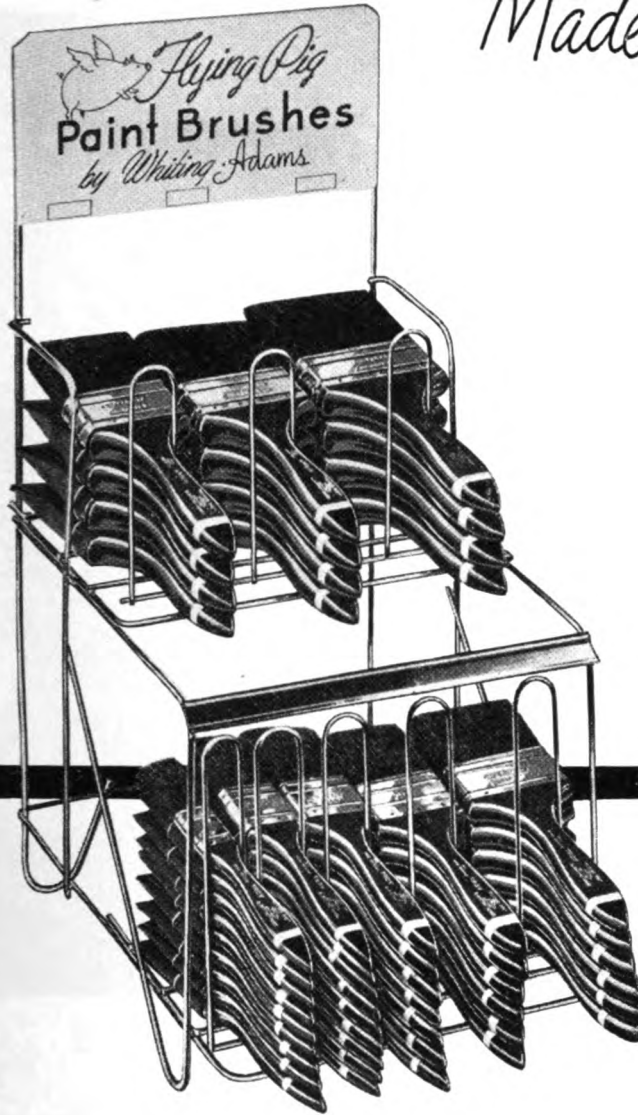
Made right, priced right...

TO SELL RIGHT OFF YOUR COUNTER

*Whiting-Adams "Flying Pig"
Paint Brushes Have Everything It Takes
For Fast, Profitable Selling*

Only genuine, quality Chinese hog bristles are used in manufacturing Whiting-Adams "Flying Pig" paint brushes. And they look as good as they paint, with smart, varicolored handles that convert sales-appeal into sales. Priced competitively, at the household trade level, they're displayed in handsome, customer-stopping merchandisers that pack a powerful selling impact into just one square foot of counter space.

Why *pay* as much for brushes that won't *do* as much — for your customers or for *you*? Investigate the variety of "Flying Pig" assortments in popular sizes and styles. WHITING-ADAMS Company, Inc., Boston 18, Massachusetts.



Pure Chinese hog bristles. Maroon handles, yellow stripe with black tips. Colorful, all-metal, nickel-plated dispenser, 12" x 12", features the loop design that reduces pilferage.

*Two-Tier Metal Display "Flying Pig" Assortment;
Double Thick Varnish Brushes, 3/4" Thick Wall Brushes*

Contains	Size
1 doz.	1" Troy Varnish
1 doz.	1 1/2" " "
3/4 doz.	2" " "
1/2 doz.	2 1/2" " "
1/2 doz.	3" " "
1/3 doz.	3" Argus Wall
1/3 doz.	3 1/2" " "
1/3 doz.	4" " "

Be sure to get full information on this truly outstanding deal from your supplier. See how the low cost to you, the generous markup and the low retail prices add up to fast, profitable selling!

#85 "Wasp" Assortment

Contains	Size
1 doz.	1/2" Varnish
2 doz.	1" " "
1 doz.	1 1/2" " "
1/2 doz.	2" " "

Pure Chinese hog bristles. Shipping-box dispenser, 9" x 10", has bold yellow and brown striping, holds full assortment.

Biggest bargain deal in quality brushes in the field! Rock-bottom prices to you, which you can pass on to your customers for quick turnover — at a markup that can't be topped! See your supplier for details.

Whiting-Adams
Paint Brushes
No Shed... No Streak... No Spatter



Economies Due to Improved Warehouse Operations

A new plant could be built. The old plant couldn't be expanded. But the solution lay in building a warehouse for heavy merchandise only. Mr. Stiles tells all about it.

By J. S. STILES
Vice-President and Secretary,
Morley-Murphy Co.,
Green Bay, Wis.

To attempt any generalizations regarding methods which might be used by our members to improve warehouse operations would be both foolhardy and impractical. None the less, it is obvious that events of the past few months have made warehouse economies a matter of increasing importance to our industry.

With the tempo of the defense program accelerating at an ever increasing rate, the manpower situation continues to grow tighter, and unless the attitude of the Washington planners toward hardware distributors changes considerably from that of World War II, we may shortly find ourselves seriously pinched, as workers are siphoned from our plants to so-called "essential industries."

As we are all aware, warehouse economies mean, primarily, manpower economies, and thus, particularly in the light of today's conditions, any effort which achieves some measure of economy in our warehousing is well worth while and almost essential.

I would like to briefly outline our own experience. Our situation, I am sure, was not unique. Our main plant, consisting of four interconnected warehouses, ranging from three to six stories in height, presented all the familiar headaches characteristic of such an operation, plus several unique variations due to our own particular circumstances.

Five small, slow freight elevators of indeterminate vintage raised merchandise one to six floors for storage and then brought it back down again for shipment. Incoming and outgoing freight crossed paths with befuddling results. Inadequate shipping floor facilities resulted in our loaders handling and re-handling ready-to-go merchandise in attempting to locate the proper packages for any given shipment.

Our own trucks tangled with those of the common carriers and of our customers while trying to make effective use of our all too small loading facilities. Mechanized handling equipment, such as fork-lift trucks, which we thought might be advan-



J. S. STILES

tageously used, were not applicable to our particular plant. Two manufacturers of such equipment had so advised us after extensive surveys. And acquiring of adjacent property in order to provide needed additional facilities was impossible.

As best we could, we attempted to improve the situation. Two of our freight elevators were replaced with new equipment which was larger and faster, while the other three were modernized to make them more efficient.

Getting merchandise from the lower floors of our No. 4 Warehouse to the packing department, located on the third floor of Warehouse 2, had long been a problem involving trucking merchandise several hundred feet horizontally and then taking it up three stories by elevator. The installation of two continuous belt conveyors, one taking the

(Continued on page 234)



"SNOW-STATES" DEALERS: Get a Sensation Snow-Blo Dealership for New Winter Profits

Look up and down main street. Check the residential districts for big driveways and long walks. The merchant, filling station operator, doctor, funeral director—in fact everyone who must carry on regardless of weather is your prospect for a Sensation Snow-Blo.

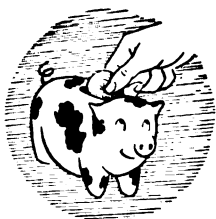
Sensation Snow-Blo does snow cleaning jobs in minutes that require hours of hand shoveling.

Investigate a Snow-Blo dealership now. Every storm means new sales . . . new profits.

These SENSATION SNOW-BLO Features Help You Sell...

CUTS SNOW CLEAR- ANCE COSTS

A few dimes invested in gasoline saves dollars usually spent for snow removal. Snow-Blo is the answer to the snow removal labor problem.

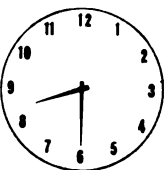


EASY TO OPERATE

With its simple rope-pull starter and powerful 2 h.p. (or larger) engine, Sensation Snow-Blo is easy to start, easy to operate. Even a youngster will enjoy guiding Snow-Blo over walks and drives.

SAVES PRECIOUS TIME

Business men can't afford to lose customers because of snow-blocked walks or drives. Sensation Snow-Blo clears a 16-inch path as fast as a man can walk. No shoveling, no piling. Tosses snow up to 25 feet away to prevent re-drifting.



GIVE YOUR HEART A CHANCE

Innocent as it looks, snow shoveling puts a treacherous strain on hearts of folks over 40. With Snow-Blo, you can keep your walks and drive clear of snow and dangerous ice without over-exertion.

Duplex Self-Propelled Model Throws Snow Right or Left

For extra-fast commercial use or where space to throw snow is restricted, choose the Duplex Model which adjusts to throw snow either right or left. Its four-bladed impeller tosses snow 20 to 40 feet from the cleared area. Gear drive transmits power to the wheels; operator merely guides the machine. Uses 2½ h.p. Briggs & Stratton or other standard make engine.

RETAIL PRICE **\$199⁵⁰**



STANDARD MODEL

*Hundreds in Use in Homes and
Commercial Establishments*

Standard Model Snow-Blo is ideal for smaller business places or for residential walks and drives. Discharge spout throws snow to left of operator. Easily takes snow up to 12 inches deep. Uses Briggs & Stratton (or other standard make) engine.

Retail price with 2 h.p. engine..... **\$159⁵⁰**

Retail price with 2½ h.p. engine..... **\$179⁵⁰**



*Send today for descriptive literature and information
on a Sensation Snow-Blo dealership.*

Manufactured by SENSATION MOWER INC.

Box HA 1050, RALSTON, NEBRASKA

Lenk

Super De Luxe

ELECTRIC

Soldering Irons



3 popular sizes
75 watt, 100 watt, 150 watt
at popular prices

Silent Salesman Display
at no extra charge
increases sales

Increase your soldering iron sales!

- METAL CLAD HEATING ELEMENT prolongs life
- COOLING FINS keep handle comfortable
- SWAGED TUBE seats element firmly,
insuring constant tip heat
- HIGHLY POLISHED CHROME FINISH
and sales-catching package
- FULLY APPROVED by Underwriters Laboratories
and Canadian Standards Association
- FOR COMPLETE DETAILS see your jobber,
or contact Lenk Mfg. Company

LENK
Mfg. Company

30 Cummington St.
BOSTON 15, MASS.

The Fundamentals Of Stainless Steel

Defense requirements will take a greater cut from the civilian supply of stainless variety than of other steels, distributors are told. Nickel supply diminished.

By RICHARD E. PARET

*Secretary,
Comm. of Stainless Steel Producers,
American Iron & Steel Institute*



RICHARD E. PARET

The world situation forces us to temper our sales enthusiasm to the realities of availability. Before giving you the very meager information I have on the availability of stainless steels at present, let me say frankly that I do not pretend to be an expert. American Iron and Steel Institute neither makes nor sells steel. My opinions are necessarily those of an observer and strictly unofficial.

You have already had your supplies of stainless steels—especially of the chromium-nickel types—reduced. I can offer you no encouragement that this reduction soon will be over. The amount of nickel available to steel mills for production of all steels has been greatly reduced—to perhaps about 50 pct of what was available at the beginning of the year. This is only a very small percentage of what

could be used. Increase in the amount of low alloy nickel bearing steels for defense uses, such as aircraft, has further reduced the amount of nickel available for stainless steels.

Additional supplies of nickel from new sources might conceivably change this. Unfortunately, I know of no immediate prospects for this, even though additional sources are being developed. In addition, the extensive use of stainless steels for defense purposes—plus great quantities in the Atomic Energy program—mean a much larger proportional diversion of stainless steels than other steels. Thus the widely publicized statements that only about 8 to 10 pct of steel would be required for defense does not apply for stainless steels.

This does not mean that all the stainless steels produced will be used for defense. Some, though it is impossible to guess what percentage, will be available for civilian use. The answer of how much lies in the size of the military's requests and these are not yet known.

I understand that Secretary Sawyer's group is already at work on a Steel Order which will restrain or control the use of stainless steels. I further understand that the role of the steel distributor is being borne very much in mind in the preparation of this order, as it was during the previous restrictions, and that you will have full recognition and a proportionate share of the stainless steels for both defense and civilian use.

Fastest Growing Alloy

The eagerly demanded stainless steels with which you have all been growing more and more familiar, are the fastest growing of the alloy steels and have in their 30 or so years' life span made possible industrial developments which affect our every day living and comfort.

Stainless steels are being used increasingly in building and a host of other industries. It seems entirely possible that the time is not too far distant when the building market offers you the greatest outlet for the stainless steels you stock.

Twenty-one years ago, in



STOCK SELL MILFORD HACK SAW BLADES

Depend on MILFORD blades to win new customers for you. Features like Easy-Starting Teeth, a MILFORD exclusive, help you sell MILFORD. It's a complete line — a blade for every metal cutting requirement. Frequent inspections during manufacture keep quality uniformly high — no disappointed customers with MILFORD. Serve them from a complete stock. Once they try MILFORD — they'll always specify MILFORD.

NATIONALLY ADVERTISED

Folders, price lists, pamphlets available for your pin-point sales promotion.

THE HENRY G. THOMPSON & SON CO.
Saw Specialists Exclusively For Over 70 Years
NEW HAVEN 5, CONNECTICUT, U.S.A.

Profile and
Band Saw Blades



Resistor & Duplex
Hack Saw Blades

Sold Only Through Recognized and
Listed Wholesale Hardware Houses.

1929, the production of stainless steel was about 49,000 net tons ingots; ten years later in 1939, it had risen to 180,000 net tons; 1945 brought us over the one-half million mark; and except for drops from outside causes, in 1947 and 1949, production continued on the increase. In the first half of 1950 before industry was again affected by uncontrollable outside causes production was at the rate of 800,000 net tons of ingots for the year. This is over 4 times what it was in 1939.

Of even greater interest to distributors is the fact that stainless steel has in the past years consistently been a "distributor sales" product.

Distributors Handle 23%

My figures only go back to 1946 but they show that from that date to the present, about 20 pct of the total shipments of stainless steel have been made to distributors. In the first six months of 1950, during record setting production, 23 pct of shipments were made to distributors. This, incidentally, is the highest percentage of shipment to distributors of which I have record.

The growth of use of stainless steel has been consistent up to and including the first half of this year, but may be interrupted by war. Yet certainly the demand of consumers for the advantages of stainless steel and the far-sighted market development now being sponsored by the Stainless Steel Producers will force this trend upward in the future. The producers are maintaining their publicity and educational activities.

There is apparently no question but that we are entering into a period in which there will be some curtailment of civilian uses of stainless steel.

Properly utilized, this period should result in tremendous increases in the future use. Product and application developments which have been started during the past few years, but which have of necessity been held back because of pressure of immediate production, can be carried out more rapidly during this time.

Stainless steel curtain walls to replace masonry construc-

tion and stainless steel windows to reduce maintenance are but two examples of the type of product development which can be brought to completion during this time. Both of these will carry with them the need for miscellaneous sheet metal work in flashing, roofing, trim and the like.

During the past year the Committee of Stainless Steel Producers' activities have been directed more and more toward the promotion of stainless steel in the building industry. Individual surveys have "guesstimated" an annual potential of 500,000 tons in the field. This should be of particular interest to you gentlemen, because, by and large, the building industry's consumption of stainless steel is distributor business.

Stainless steels are used in a building from the roof to the sub-basement, both inside and out. Churches, monumental buildings and private homes have stainless steel roofs. While most are of standing seam or batten construction and are quite conventional, others, like the John Hancock Life Insurance Building in Boston, use a stainless steel roof as a major architectural feature.

Stainless steel is used for coping caps, through wall flashing, windows, spandrels, plaster covers and even in some cases, curtain walls. It is used for store front and building entrances, in the lobby, for doors, for showcases, and very important, for push plates, kick plates and corner guards.

More Used in Hardware

In homes, you all know that stainless steel is used for insect screens, flashing, roof drainage and termite shields. Its use in combination screen and storm doors and windows, mailboxes, hardware, and such specialties is becoming common. Kitchens and general work areas are utilizing more stainless, following the pattern set by restaurants. Almost all of these applications can be served by material coming from warehouses.

We have recently included in our permanent Stainless Steel Industry Exhibit, at 101 Park Ave., New York, a display of

Chicago finger-tip Displays

"MAKE YOUR STORE HEADQUARTERS"

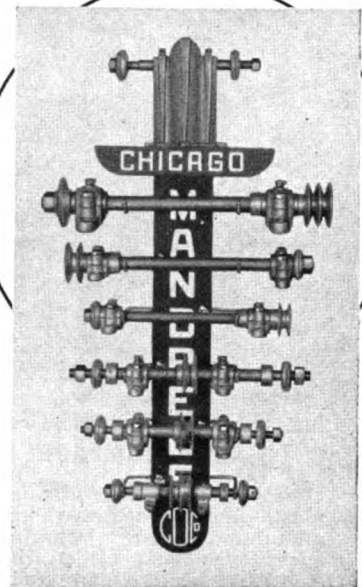
For Power Tool Equipment!

A complete transmission department—"right at your finger-tips"—that sells more PULLEYS . . . MANDRELS . . . BEARINGS . . . COUPLINGS . . . COLLARS. No hunting thru shelves or in drawers. Every item in full view attractively displayed on red, white and blue display boards. Get your share of this profitable year-around business.



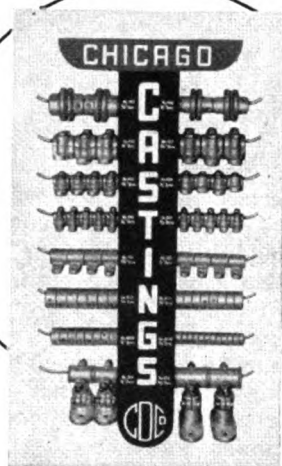
No. 60 PULLEY DISPLAY

A complete assortment of the 57 fastest selling "A" section pulleys from 1 1/2" to 10" in diameter . . . with standard bores of 1/2"-5/8"-3/4". Requires a wall space only 16" wide by 36" high.



No. 80 MANDREL DISPLAY

This attractive red, white and blue display features 7 of the fastest selling saw and grinding mandrels. Models for Farm, Home, and Factories. This display will require a wall space only 16" wide by 32" high.



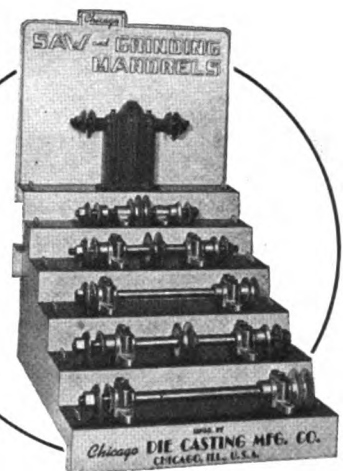
No. 40 TRANSMISSION DISPLAY

There's real profit in power transmission accessories. Every Farm, Factory and Home-workshop use bearings, couplings, collars, and pillow blocks. With this display you feature 75 of the following fast selling power accessories . . . 4 flexible couplings . . . 24 pillow blocks . . . 8 journal bearings . . . 35 shaft collars . . . 4 adjustable hangers . . . which requires a wall space only 13" wide by 25" high.



No. 50 PULLEY DISPLAY

This compact, colorful display in red, white and blue will increase your pulley sales. You get 24 pulleys in twelve popular sizes from 1 1/2" to 5" in diameter . . . with standard 1/2"-5/8" bore sizes.



No. 70 MANDREL DISPLAY

You sell more mandrels when you feature this silent salesman. Six popular saw and grinding mandrels, for farm and homework-shops, attractively displayed on this colorful counter board.

We invite you to see us at our Booth #298 at the National Hardware Show, October 2nd to October 8th.

Ask your jobber
or
write direct to—

Chicago DIE CASTING MFG. CO. • 2510 W. Monroe St. • CHICAGO 12, ILL.

NEW
SPARKLE SPRAY
with **EXTRA SALES**
AND **PROFITS**



ACRYLIC
PLASTIC SPRAY
WITH
ALUMINUM
PIGMENT

ALL THE "SELL" OF KRYLON WITH ALUMINUM ADDED

Here's Krylon—the original plastic spray—with sparkling aluminum added. Decorates as it preserves. Defies the elements. Dries before your eyes.

Krylon Aluminum offers new sales and profit potentials on every counter.

THE MAN OF THE HOUSE needs it for tools, car, radiators, lawn mowers.

THE WOMAN OF THE HOUSE needs it for decorating, refinishing lamps, switch plates, etc.

THE CHILDREN need it for toys, bicycles, swings.

YOU NEED IT to increase your sales and profits with every customer coming into your store.

Krylon Aluminum is a plastic that resists oxidation and discoloration, repels water and is easy to clean. It is flexible and does not crack. It seals the surface and forms a thin durable wall against penetration of dirt, grime and moisture.

Write today for data on your special profit offer with Krylon Aluminum.

KRYLON, INCORPORATED
PHILA. 32, PENNA.

KRYLON
ALUMINUM

stainless steel used for roofing, flashing and miscellaneous sheet metal applications in building; we show a section taken from a church roof in Albany; we show a coping cover, and we show typical applications of through wall flashing. Samples are so arranged that their relation with the rest of the building structure is shown and the architects can actually copy the details for use in their own work.

We have learned that among architects there is a regrettable lack of information about stainless steels—so much so that many ask "how thick is the coating on stainless steel" or worry about cutting a piece of stainless steel in the field, "because that would expose its raw interior." The purpose of this booklet is to raise the general knowledge of architects to

a reasonable minimum, and thus help to encourage them to use stainless steels where they do the best job.

In keeping with our interest in the building industry, we are going to work quite actively on educational activities in architectural colleges. We are about to begin the preparation of specification sheets which will enable architects to specify stainless steel for roofing, roof drainage, flashing and such relatively standard applications with a minimum of effort.

We are also preparing a series of booklets on the specific use of stainless steel in the building industry. These will include roofing and roof drainage, flashing, store fronts, windows and doors, curtain walls and the like. These booklets are expected to be definite, giving the very last word on the individual subjects covered.

The Outlook for Steel

(Continued from page 164)

or even that they may do so. The very fact that they have the power to monopolize is enough in the Congressman's view to declare them guilty.

I would be much happier if I could believe that the Government is as actively trying to root out communists and communist sympathizers who are still Government employees. The President's statement that the congressional investigation of Communism was a "red herring" did not help any. The recent veto, by the President, of the law to control communists must have pleased the local agents of Stalin.

What we need, in addition to many other things, is an uncompromising aggressive policy in Washington which will eliminate communists in Government and permit maximum protection against possible sabotage by fifth columnists.

Business today is denounced for being too big; then denounced for not being big enough. We can't seem to win. Yet we're supposed to carry the load on rearmament, and will carry it! In spite of constant harassment, in spite of congressional sleuthings and inquisitions and snoopings, business

and industry will do a job for the country.

We'll do a job in spite of controls, in spite of a lack of intelligent governmental planning, in spite of fumbling, inconsistent administration leadership, the sort that got us into the mess in Korea which only another miracle by MacArthur got us out of. We'll do the job because this is our country and it's the best country there is on this earth, and the last of the relatively free countries.

NASMD SECRETARY



R. C. FERNLEY

The Business Outlook

(Continued from page 167)

Food supplies are more than ample and on the whole there appears to be little reason to anticipate serious shortages of most other consumers' goods judged by normal standards of supply and demand. This analysis would, of course, be completely invalidated if we should become involved in a war with Russia.

The purchasing power to be generated by even presently appropriated rearmament expenditures should assure the maintenance of the present high volume of business activity for the next 12 months and probably longer. This prospect is far from healthy because it involves an inflationary threat which might well be more serious than any our nation has faced in modern times.

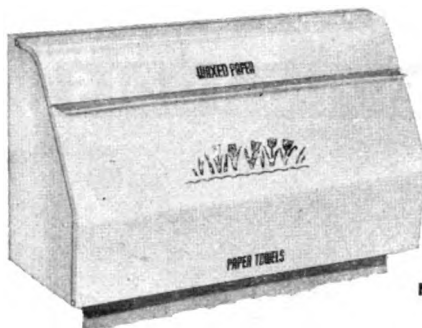
Inflationary Threat

The progressive diversion of raw materials, manufacturing facilities and manpower from the production of civilian goods to the production of war material without a corresponding reduction in civilian spending will inevitably exert irresistible inflationary pressure on the price structure. Without a sound fiscal program, no other measures can avert the price-wage spiral which will otherwise ensue and leave in its wake a further substantial deterioration of the dollar and a permanent lowering of the living standards of a large segment of our population.

Price controls and rationing, even though all-inclusive, could do no more than delay the inevitable consequences of trying to have our cake and eat it too. Moreover, during their operation, such controls would aggravate the basic problem by slowing down overall production through arbitrary and often ill-informed interference with the movement of materials. Price controls would promote unbalanced production by encouraging the manufacture of good profit items at the expense of equally essential products the manufacture of which might be discouraged by arbitrarily low price ceilings.

Consumers need no reminder of the black markets which were the constant companion of price

MELL-HOFFMANN



**WAXED PAPER
AND
PAPER TOWEL
DISPENSERS**

No. 714

A top-grade "drawing card" for your counter... Mell-Hoffmann's popular No. 714* deluxe Combination Dispenser which features all-steel construction in smooth-enamelled white, red, or yellow finish with gay decal decoration. Standard size rolls of waxed paper and paper towels are fully enclosed, dust-protected... waxed paper compartment cover overlaps to form smooth-tearing crimping edge; paper toweling (in lower chamber) is firmly suspended between constant-tension spring arms to prevent free rolling. Keyhole slots make wall-mounting easy. Size: 12" x 4 1/4" x 7". Get details on our other Paper Dispensers, too.

*Patent No. 2,482,714.



No. 601



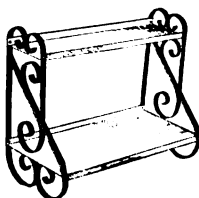
A best-seller everywhere... this silver-gleaming 3-piece range set! Heavy-gauge aluminum throughout: satin-finished for smoothness... absolutely rust-proof in any climate... with enameled color trim infrared baked for permanency. Shakers are 5-oz. size; caps—in red or yellow—are punched for free flow of salt and finer sifting of pepper. Grease container, 5 1/8" high, holds 20 oz.; is complete with removable all-aluminum straining screen and smooth-fitting aluminum cover with matching colored aluminum knob. Indented lettering has matching color fill-in. You'll find this appealing gift item a year-'round money-maker.

SEE YOUR JOBBER



MELL-HOFFMANN MFG. CO.

1827-53 W. WEBSTER AVE., CHICAGO 14, ILLINOIS



VULCAN

ELECTRIC SOLDERING TOOLS

PLUG TIP

ALL PARTS REPLACEABLE

by simply removing
4 screws.



50 Watts 1/4" Tip Diameter
100 Watts 3/8" Tip Diameter
150 Watts 1/2" Tip Diameter
150 Watts 5/8" Tip Diameter
200 Watts 3/4" Tip Diameter
300 Watts 7/8" Tip Diameter

ASK YOUR JOBBER FOR COLORFUL DISPLAY BOARD

VULCAN ELECTRIC COMPANY

DANVERS 3, MASS.

Makers of Vulcan Electric Screw Tip, Plug Tip, Pygmy and Mercury Soldering Tools, Vulcan Electric Solder Pots, Glue Pots and Branding Irons.

Here's a Profit Package for DEALERS Everywhere

The New Wrought Washer Self-Service WASHER Sales BOARD

containing 60 dime packages of washers
of every type and description

Here's a way to offer washers to your customers without having to store them in valuable bin or drawer space... without having to spend time hunting them up, counting or weighing. With this new washer sales board, they're handsomely packaged on an attractive, self-service display, designed for either standing or hanging in a minimum of space. It's a reminder that sells 'em, because the customer sees 'em. Yes, it's a small item, but a tidy profit maker. Stock and display this Wrot-Washer Self Merchandiser, Now.



40 packages Standard Washers —
20 Special Assortment Packages

**ORDER TODAY
THROUGH YOUR JOBBER**

If he can't supply you, write us direct

WROUGHT WASHER MANUFACTURING CO.

The World's Largest Producer of Washers

2218 S. BAY ST., MILWAUKEE 7, WIS.



controls and rationing during World War II. The creation of the bureaucracy needed to effectively administer such controls would require the diversion of manpower more urgently needed in production.

Taxation or Inflation?

The events of the past decade provide convincing evidence that Government spending must be paid for by current taxation or by price inflation. It is axiomatic that the cost of the expanded defense program must come out of current production; also that the real income of our working population cannot exceed the value of available civilian production.

The burden of defense expenditures can and should be promptly distributed by equitable tax legislation. Failure to adopt a pay-as-you-go fiscal program at this time would be to elect the inflationary alternative which would place the heaviest burden upon the unorganized members of our society who comprise the bulk of the great middle income group upon which the stability of our economy depends.

It is interesting to note that while countless consumers were motivated by the anticipation of shortages to engage in a buying spree following the outbreak of war in Korea, there has to date been little evidence of a significant flight from the dollar into goods in anticipation of a resumption of the price inflation associated with World War II. At the present time the liquid asset holdings (currency, demand and time deposits, savings and loan shares, and U. S. Government securities) of individuals alone exceed \$175 billion.

A move to convert even a small proportion of this total into goods at a time when our productive facilities are already under great strain to meet the existing demand might precipitate a runaway inflation with the ensuing economic collapse for which our enemies have been hoping. The adoption of a program which will offer reasonable assurance of stability of the price structure offers the best protection against this ever present threat.

Such a program to be completely effective must include the following features:

(1) Government expenditures, Federal, State and local, should be reduced to bare essentials at least until the critical stage of the present emergency is passed. Senator Harry F. Byrd, who is probably as well informed as anyone on Federal expenditures, has estimated that the President's budget for the current fiscal year could be trimmed by \$10 billion without curtailing appropriations for defense, atomic energy and veterans programs.

(2) Maximum efficiency should be introduced into the military procurement program. There is a tendency to judge progress in military preparedness by the amount of money spent. This opens the door to extravagance and inefficiency of the type exposed by the Hoover Commission in its report. There is no excuse for the failure to apply the same businesslike methods to military procurement as are essential to the survival of a business enterprise in a highly competitive society. Such efficiency is the more important as the total overall defense appropriations increase.

Care Should Be Taken

(3) The resulting minimum budget should be immediately balanced by levying the necessary supplementary taxes. Care should be taken to distribute the additional tax burden as equitably as possible, with due regard to maintaining incentives to maximum production, invention, and thrift. Whether the tax bill of 1950 will go far enough in the direction of balancing the Federal budget will depend largely on the ultimate requirements of the expanded defense program, and the success of those seeking to reduce other Federal expenditures.

It appears likely that receipts for the current fiscal year will exceed original Treasury estimates by possibly as much as twice the estimated \$5 billion yield of the additional taxes recently imposed. The substantial rise in national income and gross national product since the Treasury's estimates were made should contribute to this result as should the accelerated collection of corporation taxes beginning Jan. 1, 1951. The expanded defense program might be little more than well under way by June 30, 1951, and increases in

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such expenditures should be offset in part by reduced outlays for commodity price supports, unemployment insurance, and other so-called "welfare programs" which were included in the President's budget, but failed of adoption by Congress. On the whole, it would not be surprising if a budget surplus should be realized for fiscal 1951.

The real budgetary test will come later when the full impact of the rearmament program is felt. The intervening period provides the opportunity to estimate future budgetary requirements and then to scientifically distribute any additional tax burden needed to keep the budget in balance. Heavy defense expenditures will probably be necessary for many years to come, and there is no economic, social, or moral justification for passing any part of their burden on to future generations who will undoubtedly have enough budgetary problems of their own creation.

(4) Restraint in the extension of all types of credit has a proper place in this program. Our nation's banks are actively cooperating with the Federal Reserve System in discouraging speculative borrowing and in implementing the more restrictive consumer credit and mortgage financing regulations. These restraints have already exerted a constructive influence although not without hardship to individuals and groups here and there.

(5) Increased productivity is another essential. It is probably too much to hope for a temporary increase in working hours at straight time rates, although in the long run such a concession to sound economic principles would benefit all concerned by contributing to the maintenance of stable prices. It should be recognized that the only sound basis for wage increases is higher productivity. Unless accompanied by a corresponding gain in efficiency a rise in wages serves only to increase the cost of production, which in turn leads to higher prices.

(6) Allocations of certain critical materials might be necessary although it is doubtful that such measures should go beyond assuring a steady flow of materials needed for armament production. Hand-to-mouth pur-

chasing would probably be the best policy for all concerned. If the natural desire of a manufacturer to obtain more than his share of materials in short supply, and the natural desire of a dealer to take unusually good care of his customers, could both be curbed, there might well be enough of nearly all materials to go around, at least until the defense program is much further advanced.

This six-point program obviously calls for considerable political courage on the part of our elected representatives, and a willingness on our part to accept personal sacrifices for the common good. Such courage and self-sacrifice were part of the cost of the precious heritage purchased for us by our forefathers. This heritage can be defended by courageous and skillful leadership on the battle front and still lost by political cowardice, greed, and improvidence at home. The burdens we are called on to bear are well within our capacities. If we try to escape them we shall endanger our own freedom and security and earn the lasting condemnation of future generations.

Tax Equality Outlook Encouraging

(Continued from page 183)

and universities have been taxed in the new tax bill as a result of this effort and that the similar taxation of cooperatives and other tax-exempt businesses will follow in the next Congress if the fight is carried on with vigor and uncompromising zeal.

"If we support the proposed program and if at the right time we and our association and all the different business and trade associations that are working with us will do their part we will get what we need. We have been a long time building up to a point where we are strong enough to not only prove the fairness of our cause, but also have the votes behind us to secure action."

Urging continuing support for the fight for tax equality, he paid tribute to the support he had received from his committee and from NRHA, NWAHA and AHMA and from HARDWARE AGE and other business publications.

What the Manufacturer Expects

- (Continued from page 170)
- facturer and the retailer. There should be an unbroken flow from manufacturer to consumer.
- (2) The wholesaler should be an aggressive sales representative of the manufacturer.
- (3) There should be a careful study of the ratio of the number of salesmen and the number of lines carried by the wholesaler. Frequently the salesmen have so many lines to sell to so many customers that they do very little selling and instead make up their orders from the want book. This is a tough problem. Nevertheless, there it is.
- (4) The wholesaler should stock a reasonably complete line—not pick out just the hot numbers. Having bought across the board, he should urge his salesmen also to sell across the board. Only in that way can the wholesaler be truly a representative of the manufacturer.
- (5) The wholesaler should cover his territory thoroughly—not just the high spots.
- Carry a Balanced Line**
- (6) Carry a balanced line and see that the retailer does so, too. The temptation is for the salesman to watch dollar volume only. In fact, that is generally what we all emphasize—manufacturers and wholesalers alike. If sales controls are set up to emphasize balanced selling of items and lines, the dollar volume will take care of itself.
- (7) Give the manufacturer opportunities for direct contact with the wholesaler's sales force. This not only gives a fresh approach to the jobber's men, but it also tends to make the manufacturer feel a responsibility for the wholesaler's results.
- (8) Make better use of sales helps supplied by manufacturers. This material is prepared with care and at great expense. The wholesaler should take over the whole package—the sales kit as well as the goods.
- (9) When an item slows down, do not leap to the conclusion that it is dead. Maybe the wholesaler's men are missing the boat. Give the manufacturer an opportunity to help pep it up. Take a partnership interest in the line with the manufacturer.

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No. 52—Packed in a Handy Plastic Roll Kit. Packed 6 sets to a box; wt.—3 lbs.

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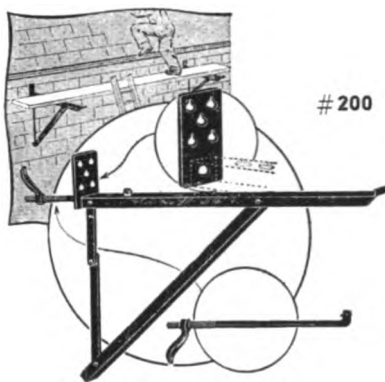
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(10) When the wholesaler encounters a similar line or one with a more advantageous price, don't throw the present source overboard without warning. Give him an opportunity to work on the problem with you. Be loyal partners with each other.

(11) The wholesaler should have enough buyers so that each one will have the time to give to aggressive merchandising of the lines he buys.

Obviously, the list is not complete; nor have I mentioned any new, world-shaking thoughts. Parenthetically, I confess that most of the technical suggestions in this list are the basic aims of any organization—whether wholesaler or manufacturer. They express the external struggle between the desire to do an ideal job, on the one hand, and at the same time to stay within the limits of our financial and organizational resources.

The suggestions all come under the basic category of co-operation—a close, continuing working relationship between manufacturer and wholesaler. The context of this relationship is not simply technical. It must have a spiritual quality as well. Otherwise it will fail.

Over 30 years ago I made my first call on a large, mid-western hardware wholesaler. The Washburn Co. has had an unbroken

relationship with that wholesaler for over 60 years. I have always remembered what that buyer told me on that visit.

"Young man," he said, "it is not my job, as I see it, to purchase individual orders. My company expects me to look over the field in each industry, examine each manufacturer in it—his position, his character, his reputation, the kind of job he does—and select the one in whose basket we shall put our eggs. Then I put the entire responsibility on that manufacturer. He must recommend the range of items I should carry. He must tip me off when an item is slowing up. He must keep my line up-to-date so that I shall have a liquid inventory position. In other words, I trust him and place my entire faith in him."

"Now that is the basis on which I am working with your company. And, damn your hide, John Tomajan, if you ever let me down!"

Well, we haven't let him down. We are still partners with that wholesaler. It is a successful relationship from every standpoint, for it is based upon experience, loyalty and friendship. It rests upon that spiritual quality to which I referred and which must be at the core of every human relationship if it is to endure.

What the Wholesaler Expects

(Continued from page 172)

consistent with the actual differential in transportation costs which, in my opinion, is the only factor which should enter into such a differential.

Another suggestion which every manufacturer can and should adopt which will be tremendously helpful to all wholesalers is in the matter of acknowledging the wholesalers' orders.

When my own company places orders with manufacturers, it is a part of our routine to ask for immediate acknowledgment, giving us a fairly close estimate of the delivery date. It makes a lot of difference to us whether delivery is immediate—in 30 days—in 60 days—in 90 days, or even further delayed.

You will, no doubt, say that you just don't know. Well, you should

know, and if you don't, you better hire some new help because nothing is more important to you than happy, satisfied customers.

In a recent check-up I find that even in the face of our direct requests for this information 80 pct of our manufacturer friends give no heed to our request and have not given us this information.

This is too important to ignore. You men, who are the top brass in your respective organizations, should go back to your offices and see to it that in some manner the wholesaler's order is acknowledged. Tell him approximately when delivery can be made; and, if for any reason, it is necessary to change that schedule, the wholesaler should immediately be notified. It is a valuable selling tool for you and

will be sincerely appreciated by your wholesaler friends.

It is taken for granted that all manufacturers co-operate with their wholesaler customers in helping to promote the sale of their products by attractive packaging, by effective sales helps, by supplying proper cuts and descriptive matter for compiling the wholesaler's catalog. That is exactly the trouble. It is taken for granted and a really good job is done by only a few.

Take the matter of the descriptions of the merchandise you sell. Most manufacturers seem to feel that they have fulfilled their obligation to the wholesaler and have done a good selling job when they give the dimensions and shipping weight of an item, entirely overlooking a marvelous opportunity to do a grand selling job.

Telling Sales Story

A sales story should give the vital statistics about an item. But why not a short, well-worded, story, that will make the person reading about the item want to buy it?

Most factory-prepared sales helps take two-thirds of the space to tell about how many years they have been in business, how the article is made, and a lot of flowery conversation that is seldom read because the fellow who buys the merchandise is not particularly interested in the things that you, as a manufacturer, are so proud of.

He wants to know what the item will do for him not what it has done for you. Therefore, put an honest-to-goodness sales story on every item—very much like the mail order catalogs carry.

Mail order catalog descriptions are written by smart merchandisers and expert advertising men who have the *you*, rather than the *me* approach, and they actually make you drool when you read them. Why can't you be equally smart and tell the consumer story about your merchandise in the fewest possible words—for, that's where sales are made.

If you will do this you will sell more merchandise at lower cost; and, after all, that is the measuring stick that determines profits.

I would like to leave with you this one last thought—your wholesalers are deeply appreciative of the fine co-operation given by most manufacturers.



A complete line of all standard shapes, sizes and cuts of files and rasps... each one guaranteed to be of top-notch, fast-filing, long-wearing quality. Write for our AMSWISS Catalog, describing and listing these time-saving tools.

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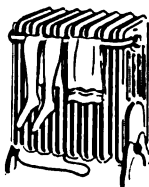
FAST Begins heating as soon as plugged in. Consumes 1320 watts, A. C. or D. C., emitting 4500 TU's per hour, the equivalent of 18 3/4 sq. ft. of steam radiation.

LIGHT Weighs only 28 1/2 pounds. Easily portable, nicely balanced. Compact, size 23" x 7" x 19". Smartly styled.

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The Atlantic City Convention Report

(Continued from page 161)

next that the advance registrations for this year's National Convention reached an all-time high of 2,157 as compared with 1,970 a year ago and 2,027 in 1948.

Dr. Faubel reported the progress made to date in trying out the Conference Booth Plan at the 1951 National Convention. This will take the place of the Contact Areas Plan which has been used for the past several National Conventions and if the Conference Booth Plan is a success in all probability it will become a regular feature of National Hardware Conventions.

Convention Entertainment

The Central States Hardware Club held its annual stag dinner and party for delegates to the convention, Sunday night, Oct. 8. There were more than 400 guests who enjoyed the program of vaudeville acts which followed the dinner. H. Lee Murphy, Richards Wilcox Mfg. Co., was chairman of the Central States Club entertainment committee, S. D. Allen,

Henry Disston & Sons, Inc., and Charles Leinbach, Supplee-Biddle-Steltz Co., arranging for the entertainment.

The annual convention dance, which this year was held on Monday night, Oct. 9, following the opening joint session got a huge turnout. The X-Club held its luncheon on Tuesday afternoon Oct. 10 in the Chevy Chase Room of the Marlborough-Blenheim Hotel. The Brighton Hotel was the scene that evening for the Old Guard Dinner.

Special entertainment features for the ladies included a card party and tea on Tuesday afternoon and a floor show in the evening which was followed by informal dancing. On Wednesday afternoon special arrangements were made for chair rides on the boardwalk for ladies and again that evening there was another informal dance in the Blenheim ballroom.

A special train, sponsored by the Central States Hardware Club carried 177 conventioners to the convention.

What's Ahead for Sheet Metal Distributors

(Continued from page 173)

tarly fulfill defense obligations. But they are in a continual darkness as to what the future plans for large tonnage defense orders will be. Steel fabricators are in an even worse position. They are willing to carry out defense orders but must keep enough domestic business at all times to maintain a profitable operation and keep manpower from being siphoned away.

Based on authoritative information it is predicted that close to 15 pct of total steel production in 1951 will be used up in war, defense, and indirect defense requirements. This percentage figure, however, has been booted around by Washington officials more as a smoke screen to cover the real impact which steel users will feel once the defense program is in full swing.

The real crux of the steel picture for 1951 is in product-mix. More than 35 pct of total flat roll production is expected to be consumed for defense and indirect defense program. This

will be a sad blow to sheet metal distributors and fabricators who are at present trying to keep their operations at top level with civilian production. It may be that 40 pct of plate production will find its way into defense and indirect defense requirements such as freight cars, farm implements, ship building repairs, and large diameter pipe manufacture.

One thing appears certain—the steel situation for the fabricator not having defense business will be tougher than it is now, if that could be. The substantial expansion program under which the steel industry hopes to add close to 10 million new tons of steel capacity by the end of 1952 may be sadly hampered unless the Government makes sure that steel is available for this undertaking. This week many manufacturers who are contributing their products to the steel expansion program are finding it difficult if not impossible to get the required amount of materials necessary to push this program along.

The Outlook for Labor Relations

If small businesses are beyond scope of the Taft-Hartley Law, the NLRB is throwing those employers and employees and their union out into the jungle where there are no laws or rules for the regulation of their relations, says Mr. Denham.

By ROBERT N. DENHAM

Former General Counsel,
National Labor Relations Board

When the Wagner Act was passed July 5, 1935, administrative agencies had just begun to make their appearance in force in our governmental structure. They were a natural incident to the program of social legislation that then was under way. Social or class legislation calls for administration on the principle of government by men—and there the snowball first began to gain momentum.

Whether such social legislation was essential to the public welfare is not a question now. We have it—and with its boards and commissions and what not, there is hardly an activity in our industrial economy today that is not being regulated by some sort of an administrative agency.

That might be all right if most of those agencies did not assume that they have exclusive possession of a large field of administrative discretion, in which to practically re-make a law—to deny privileges to persons normally entitled to them, to restrict the operation of the agency, and to take all sorts of liberties with the rights and privileges of the public, all in the name of “administrative discretion”—and

then, to claim immunity from having its act questioned or reviewed in the courts, still in the name of administrative discretion.

The Supreme Court has firmly disapproved this style of law making—or re-making—but somehow a lot of the agencies go blithely on, just as if the Supreme Court had never spoken.

Such was the National Labor Relations Board under the old Wagner Act. But nobody paid much attention to that part of its activities. Those activities that had a direct bearing on both labor unions and on business, were much too important to be taken out of the limelight. What those effects were, I suspect most of you remember. To the employer, they were generally unpleasant. To the unions, they represented unbridled license; growth in membership and undreamed of extension of power.

But the people got tired of goon squads, and the abuses of the closed shop, and the refusal of unions to bargain while insisting that the employers not only bargain, but maintain themselves in a state of constant economic retreat at the bargaining



ROBERT N. DENHAM

table. And they got awfully tired of the secondary boycotts that were penalizing neutral employers, and the featherbedding and the libel and the slander which the unions were permitted to practice on employers without responsibility of any sort.

And they got tired of a lot of other things, too, that were making the relationship of employer and unions not only almost impossible, but of a character that was unhappily threatening to dismember our whole industrial economy. Those are the things that produced the Taft-Hartley Act.

Taft-Hartley Act

That Act was designed to end those abuses. It didn't ease up much on the restrictions the Wagner Act had imposed on employers, but it did try to bring about a fair equalization in the field of labor relations, by prohibiting certain union practices that had become intolerable.

For the first time, employees were given statutory protection against union as well as employer coercion. Employers were given statutory protection against efforts by unions to force them into associations for collective bargaining purposes—and—we thought until very recently, equal protection against being coerced to leave a bargaining association with which they were satisfied.

For the first time, a statutory obligation was placed on unions to bargain—and—a very definite prohibition was placed on unions using the stratagem of

the secondary boycott to force an employer to accede to their demands.

However, this structure was much at variance with the old Wagner Act operation of judge, jury and prosecutor. Congress—clearly not relying on the Board to administer such a law with complete balance, especially with the old Wagner Act philosophy still in the picture—sought to provide that the Board would function only as a court, to decide unfair labor practice cases, and matters pertaining to representation, and that the administration of the Act, other than the decisional functions would rest in a separate and wholly independent officer who would have charge of all the field offices and operations, and all the attorneys and who would make the final determination as to whether or not a complaint should issue in any given case.

Does Not Advise Board

His supervision over the house-keeping operations was incidental. This officer was designated in the law as general counsel and is a presidential appointee. Actually he is everything but a general counsel. He does *not* advise the Board. He *may* not. Accurately, he is general administrator and prosecutor.

As for the first general counsel, he had been known for years as one who deplored the one-sided structure of the Wagner Act, and abhorred the still greater lopsidedness of its administration. One thing was certain, he strongly advocated all the basic principles of the Taft-Hartley Act—and, when appointed general counsel, committed himself to use every effort at his command to see that the broad and general intent of Congress as expressed in that law was carried out.

As the employers had been called to account under the Wagner Act, and still were similarly obligated under this one, so the labor organizations were to be called as closely to account under the new law.

All would have been fine, if we could have had a Board with a similar objective. But that was too much to ask, under all the circumstances.

Almost immediately after the Act became effective, the Board's

struggle to minimize the provisions of the Act as to labor organizations began. It took the form of excusing the officials of CIO and AFL from executing and filing non-communist affidavits. The general counsel disagreed, but since that was a matter of the exclusive right of the Board to fix conformity to jurisdictional requirements in the first instance, he followed along. Recently unanimous decisions of two Circuit Courts of Appeal have reversed the Board on this point. One, by a divided Court, has sustained it, but the Board disregards those adverse decisions even in the Circuits that rendered them, and goes on in its old way—calmly saying it will wait till the Supreme Court says it was wrong.

I could cite incidents which patently disclose that: the Board has never abandoned to any great degree, the basic philosophies that made the Wagner Act and its administration so obnoxious to so many people; and the philosophy of the Board that government by laws *must* be abandoned in favor of government by men, if those basic philosophies of the Wagner Act days are to be perpetuated.

It has been those conflicting philosophies of the former general counsel and the Board members that made the going tough, but did serve to highlight the real purposes of the Taft-Hartley Act.

Outlook Not Good

Many people have asked me what is going to be the picture under the new general counsel? Can it be expected that the general policies that prevailed prior to September 18, 1950, will continue in the office of the general counsel?

I had hoped that they would, that some effort would be made to actually protect the fundamentals of the law and the rights of all who are entitled to look to it for the benefit of its provisions. But I must confess that the outlook is not good. The new general counsel has apparently conceded to the Board that it may run the whole show, including the regional offices which, by statute, are his sole responsibility.

It has come to my attention that he proposes to fully support

the "divide and conquer" tactics in cases where association bargaining has been the rule.

It goes to the situation where an association has done the bargaining for all its members as a group. In time, an impasse is reached, so the union promptly picks out one of the association members and strikes him, but insists on continuing work at the plants of the other members.

Have Closed Down

In several industries, the remaining members have simply closed down and advised the union that they regard the association as the unit, and that a strike against one is a strike against all.

When this happens, the union files a charge that the association members who were not struck, are engaging in a discriminatory lock-out.

When that happened among the dairies in Washington not so long ago, I dismissed the lock-out charges. They were wholly unrealistic and unfair to the principles of sound bargaining. However, a case slipped through in the Chicago region last year without being cleared with the general counsel's office as it should have been.

In that case the Board has sustained the lock-out charge—and the present general counsel agrees—not just because it is a Board decision but because he is quoted as saying he never did believe in any other doctrine.

In short, if that case stands unchallenged, association bargaining is out—for the Board unequivocally says that if the union cannot make an arrangement with an association, it may then pick off the individuals because it is entitled to a contract that is satisfactory to it.

But, perhaps the most striking surrender to the Board—outside of the surrender of control over all the top personnel of the regional offices—is the recent action concurred in by the general counsel, in which the Board lays down arbitrary lines and requirements for any business, or its employees or a union representing such employees to meet, before it will be allowed the benefits of the Taft-Hartley Act.

One may search the Act through and through and not

find a single word or indication that the benefits or obligations of the Act will not attach to any business or its employees, where the business is one that "affects commerce." Of course, the effect must be more than "*de minimis*," but beyond that there is no limitation.

The Supreme Court has, in a series of clear decisions, defined the meaning of the term "affects commerce." It is the broadest in the books, and there are few businesses that do not fall within the statutory jurisdiction of the Board. But there are hundreds of thousands of them that the Board says it will not listen to—regardless of their status within the area of that jurisdiction.

Small Businesses Hurt

It is a wholly arbitrary stand for the Board to take, for as to any business falling within that statutory jurisdiction, either alone or as part of a class, not only is there no exception, but, by the express language of Section 10 (a), there is no other place for such business to go. That is because the Board is prohibited from surrendering its jurisdiction over any case to a state board or other such tribunal unless the state law is similar to the Taft-Hartley Act. And there are none. This is a statutory prohibition of direct surrender of its jurisdiction. It takes no argument to show that what the Board is prohibited from doing directly it may not do indirectly.

So, it may be readily seen that if the Board should deny its processes to any business or the employees of any business that affects commerce—all the Board is doing is throwing that business—and its employees—and their union—out into the jungle where there are no more laws or rules for the regulation of their relations than there were before the Wagner Act was passed in 1935.

The Board has a moral, a strong legal obligation, to open up the processes of the Act to all the little fellows. In fact, to all whose business affects commerce. They need it much more than the million dollar a year concerns do—the big fellows have facilities to protect themselves—the little fellows need all

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the law will provide—but here is what the Board has done:

The rule now is—it was just recently announced that the Board will not entertain any case involving any business or its employees, unless

1. The business is an instrumentality or channel of interstate or foreign commerce—a radio station being an example.

2. The business is a public utility or transit system, even though not extending outside the state.

3. The business is an integral part of a multi-state enterprise—such as chain stores.

4. The business is one which ships goods out of state or performs out of state service, valued at \$25,000 a year.

5. The business is one which supplies materials or services to

instrumentalities or channels of commerce; or to public utilities or transit systems; or to businesses doing out of state business of at least \$25,000 per year; provided such materials and services amount to \$50,000.

6. The business brings in, direct from out of state, materials valued at \$500,000 a year, or uses materials originating out of state, but obtained from in-state dealers or distributors, valued at \$1,000,000 a year.

7. The business substantially affects national defense.

The Board says all the other businesses not coming within its formula are “essentially local” and not worth fooling with. I can point to a hundred businesses, offhand, that couldn’t qualify under that or any similar formula, and still each of

them very well could represent heavy investments, employment for substantial numbers of employees, and an impact on commerce. The preservation of each of those small businesses is more important to its proprietor than almost any of the industrial giants are to their management.

I’ve quit trying to reason some of the things that have happened recently—and even more so, some of the things that have happened in the past two or three weeks.

There are at least several hundred business enterprises that clearly affect commerce, as the Supreme Court defines it, which are out in the cold if that fantastic rule is to stand. I don’t think it possibly can. Congress could set limits if it wanted to. It didn’t.

Economies Due to Improved Warehouse Operations

(Continued from page 212)

baskets, or tote boxes, three flights up and the other taking them on the horizontal travel to the packing floor greatly modified this difficulty.

Additional spiral chutes were added to speed the flow of goods downward. A jib crane and overhead trolley saved considerable time in the loading and unloading of pipe. A “Flying Squadron” of three of our best men assigned directly to the superintendent for his use in catching-up departments behind in order filling; putting stock away where necessary, and filling in wherever needed, soon proved its worth by cutting substantially the amount of overtime needed.

All of these developments helped to ease the pain, but failed to effect the cure so obviously needed. It soon became apparent that a major step was called for. A complete new plant, designed for our exact needs and with plenty of elbow room would obviously be the ideal solution, but was absolutely out of the question due to the tremendous expenditure necessary to duplicate our present footage and the thumping loss we would have to take on the sale of our four warehouses. As previously noted, inability to acquire adjacent property closed that outlet for further expansion.

With considerable doubt as to the wisdom of trying to make shipments from two different locations, it was finally decided to build a moderate sized warehouse on a railroad siding some three blocks from the main plant for the purpose of handling all of our heavier merchandise.

A prefabricated aluminum and steel building containing 20,000 square feet was selected and erected on a concrete base, the top of which was at truck bed level. The building decided on was of the bow-string truss type, with straight sidewalls and a rounded roof, allowing 14 ft of clearance under the beams.

Measuring 60 ft by 340 ft overall, it provides accommodations for four boxcars on the length

and loading space for five trucks on one end, with additional truck spots on the opposite side. Uninsulated and unheated, it consists entirely of unobstructed warehouse space with the exception of a small office in one corner for our order clerks. Construction costs, including the concrete base, came to approximately \$3.00 per sq ft.

Two fork-lift trucks were provided to handle the merchandise on pallets, and our nails, barbed wire, roofing, stoves, refrigerators, linseed oil, turpentine, furnaces and the bulk of our other heavy merchandise was moved in and we were ready to go to work in early 1949.

There were, of course, the usual number of operating de-



The prefabricated aluminum and steel warehouse addition of 20,000 sq ft that relieved overcrowded warehouse facilities for Morelt-Murphy Co., Green Bay, Wis.

tails to be smoothed out, but it became apparent almost from the first day that we had found the cure which we had been seeking. I'm sure the many advantages of fork-lift trucks are familiar to all of you, and in this one-story building, with the ability to pile to a height of 14 ft we reaped these benefits to the full.

We found that the majority of the time, two men could handle all of the receiving, order filling and shipping, with occasional extra help when several cars were received simultaneously or the volume of orders became unusually heavy.

Increased Efficiency

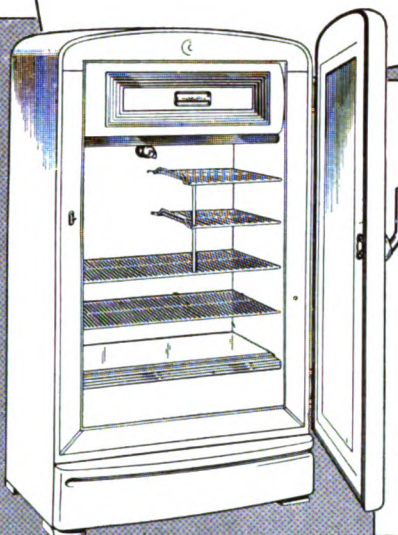
Of major importance was the relief we experienced at our main plant, where we found that elimination of this heavy merchandise made it possible to receive, handle and ship the balance of our goods with efficiency and dispatch. With the bulky, heavy merchandise no longer plugging our shipping and loading areas on the first floor, we found it possible to store our hard surface floor covering, which were the only heavy goods which had not been moved into the new building, at ground level in our main plant.

Perhaps the overall success of this maneuver can best be illustrated by pointing out that although both the dollar and unit volume we are handling during the current year are considerably greater than they were pre-war, the number of our Green Bay warehouse employees is running 5 to 10 pct fewer in 1950 than in 1941. Of equal importance, the ability to give quicker and more efficient service to our customers during 1949 proved invaluable, and will, of course, again be a considerable factor when merchandise becomes freer and competition keener.

In short, we feel we have been fortunate in securing most of the advantages of a modern, one-story operation without facing the major changes and financial problems which such programs frequently entail. The gratifying economies which have resulted and which we hope and expect we will continue to experience, will undoubtedly be of increasing importance in future years.

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IN PERFORMANCE...
STYLE...VALUE!



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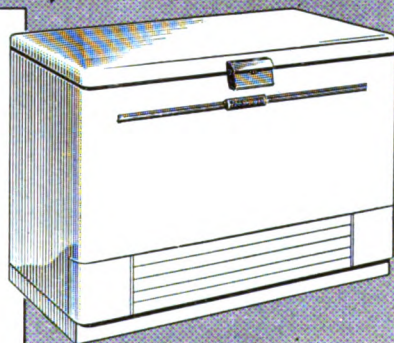
A line that's easy to sell!

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- Refrigerated top-to-bottom
- Full width Vege - Crisp drawer holds 18 quarts
- 17½ sq. ft. of shelf area
- Quiet, efficient Tecumseh compressor

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a big Freezer Value!

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- Welded steel construction
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ORDER NOW!

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BEST SELLERS!



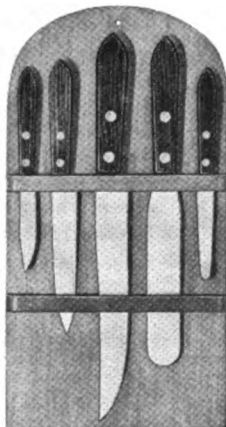
➡ BURNS SERRATED EDGE KNIFE SETS

New wider choice of Sets, attractively packaged for gift giving. Every knife cuts swift and smooth — the Serrated Edge never dulls! Prepare now for increased Christmas business with these popular gift items.

NEW! No. 1450 WALL RACK

Five popular Burns knives for kitchen use, in a polished wood wall rack. Retail about

\$4.50



NEW! No. 1800 STEAK SET

Durable, lovely Pakkawood handles and Burns keen-cutting blades delight any hostess.

To retail about **\$8.00**

Write for catalog showing complete line of sets at \$2.50 to \$10.00 retail.

BURNS MFG. CO., Syracuse, N. Y.



Washington
NEWS and VIEWS

Reports on Events Affecting the Hardware Business

(Continued from page 10)

tail prices." This ruling presumably would leave the way open for control of wholesale prices without any attempt to control wages. Some Democrats fear that such a bold stroke would alienate too many voters, but others argue that it would solidify the powerful labor vote even more strongly than in 1948.

P-X's Can't Gobble Up Scarce Consumer Goods

Hardware merchants and other retailers probably still have memories of the World War II government gobbling up scarce items for resale. Recurrence of the situation under the National Production Authority's newly created priorities system can be discounted.

The order assigning rating authority to the Defense Department provides specifically that ratings may not be used to obtain "civilian type items for resale in Post Exchanges and Ship Stores." The order further prohibits use of ratings for the purchase of numerous goods including: Construction equipment for use in the Zone of Interior, commercial office equipment, flag-staffs (and flags), insignia and medals, vending machines, portable household fans, commercial luggage, domestic type dishwashing machines, brooms, mops, etc.

Nor may the agencies use ratings to buy goods from exclusively retail stores at the expense of the stores' regular customers. An exception is made only for an "emergency situation and (then) only in small amounts to prevent imminent stoppage."

OUTLOOK—Holder of a rating is permitted to extend it to assure supply of parts and materials for the defense order. Thus, the biggest thing a retailer has to fear is that in some instances this might cause further shortages of materials for production of civilian type re-

tail items. There is little chance of changes in rating authority or its uses in the near future.

Steel Expansion Capacity Healthy, Says Sawyer

Commerce Secretary Sawyer has released through the National Production Authority a report showing that estimates of steel capacity expansion have been too conservative. On the basis of figures submitted by the American Iron & Steel Institute, the NPA says that steel capacity by the end of 1952 will be at least 110,000,000 tons—an increase of 9,400,000 tons above estimated capacity of mid-1950.

The Sawyer report has dealt a hard blow to the planners (in government and out) who have been charging industry with dragging its feet in postwar expansion and have been urging that steel mills be built with government money for lease to private operators. "Expansion of steel capacity," said Sawyer, "is keeping pace with the general growth of our economy."

OUTLOOK—Full operation of the new capacity means only about 7,000,000 tons of finished steel. Additional output will be considerable time reaching the consumer since 3,000,000 tons must be taken from current output for construction of new mills. Also, more steel production means an additional drain on such raw materials as manganese, chrome and nickel—already in short supply.

FTC Nominee Spurred Basing Point Bill Veto

President Truman's newest selection for appointment to the Federal Trade Commission, Stephen J. Spingarn, if confirmed by the Senate, will bring the Commission up to full five-man strength for the first time in almost two years.

Spingarn, a New York Democrat, and currently on the White House staff, is known as a slightly "left of center" economic thinker. His previous government experience was in a number of legal posts at the Treasury Department.

OUTLOOK — *This appointee would apparently be of little comfort to business and industry in regard to one of the knottiest problems created by FTC—the confusion over the legality of freight absorption and delivered prices. Spingarn played a large part in preparing the data on which the President based his veto of S. 1008, the so-called basing point bill, designed to clear up this confusion. Close questioning from members of the Senate Commerce Committee on this problem can be anticipated.*

Gov't Will Help With Local Defense Program

The government's new civil-defense agency (tentatively called the "Federal Civil Defense Administration") is focusing particular attention on plans for defending business and industry.

Mobilization Chief W. Stuart Symington and top federal officials have been busily conferring with state and city officials over the basic question of who'll do what when the bomb drops.

Washington takes the view that each locality must work out its own solutions to its own particular local problems. As one National Security Resources Board official puts it: "We can't plan for every locality on the same basis. State and city governments must impress on their own businessmen the necessity for plant protection programs and the enormity of the task ahead."

Putting it another way, NSRB is saying to local governments: "We'll help you plan for defense, but you must carry out the program yourselves."

Labor Market Tightens As Unemployment Drops

Oddly enough, both employment and unemployment figures showed a drop as the Fall season got under way. The reduction of nearly a million in the ranks of the employed was largely due to

Buy Sherman

Now!

"long-grip" COUPLINGS AND MENDERS

with STAGGERED FINGERS

It will pay you big dividends to order your Spring stock of Sherman Lawn Hose Fittings right away. And while you're making out your order, remember that Sherman "long-grip" Couplings and Menders have exclusive features that make them best for repairing or connecting either *plastic* or *rubber* hose.



No. 85CL



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NEW! "Sales-Maker Display"



Here is the new Sherman "SALES-MAKER DISPLAY"—a big three-color stand designed to attractively show Sherman sprinklers, nozzles, couplings and accessories in either Window or Counter display. You'll want this "Sales-Maker Display" to help boost your profits to a new high. Order the No. 51 Sherman "Sales-Maker Display" Unit, a small assortment of popular Sherman products, packaged as a unit including the attractive Display Stand Free!

ASK YOUR JOBBER SALESMAN TO ORDER
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VENTED CIRCULATORS SELL! SELL! SELL!

Your customers know what they want—and Royal offers them all the best heater qualities at a price that really sells.



Royal Vented Circulators are proven sellers. Good looks, excellent performance, and right price are combined to make this the market's fastest moving heater line. Available in 20,000, 40,000 and 60,000 B.T.U. sizes without radiants and 40,000 and 60,000 B.T.U. sizes with radiants. The latter models have pyrex glass fronts allowing complete vision of radiant glow. A.G.A. approved for natural, man-



ufactured and LP gas. Available with constant burning pilots as standard equipment except on LP models. Extra equipment includes 100% automatic safety pilot, non-electric thermostat and the combination thermostat and safety pilot (Unitrol) at extra cost. Easy to install, easy to light, easy to adjust, easy to sell.

Write for descriptive literature.

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students giving up vacation jobs to return to their studies. The drop in jobless reflected the increasing tightness of the labor market when the economy is running at full tilt.

Latest figures, as of mid-September, placed the Census Bureau official estimate at 61,226,000 employed exclusive of military personnel. At the same time, reports indicated that the unemployed figure was hovering around 2,341,000. The jobless number was then about half that reported when 1950 began and is about at the low level of 1948.

Because of the growing tightness of the labor market, the Labor Department is urging business and industry in general to make full use of the local State Employment Agencies in order to keep from increasing spot labor shortages. Critical or "E" areas (12 pct or more unemployed) have been reduced to nine in number as compared with nearly two-score some months ago. Only three are classed as major labor areas.

5 Pct Boys Get Back in Capital's Good Graces

Five-percenters are in the open again.

This much-maligned little group of Washington fixer-uppers now has regained the standing it lost a year ago as a result of Senate "influence" investigations.

Most of these "expeditors" work hard for the 5 pct—or less—they receive for seeing to it that orders from their clients get into the right "in" and "out" baskets of federal procurement officials.

Recently, the U. S. Tax Court gave its official blessing to the "5 per cent boys." The Bureau of Internal Revenue had refused to allow the Aetna-Standard Engineering Co., of Youngstown, Ohio, to deduct for tax purposes fees paid to a "5 percenter." Aetna-Standard appealed and won its case. The court observed it was "a common practice among business concerns" to retain Washington representatives, and held the practice to be perfectly legal so long as a "5 percenter" did not attempt to put "undue pressure" on any government official in obtaining a contract.

(Resume reading on page 11)

Burrite PLASTIC HOUSEWARES

GUARANTEED

...Every Burrite Product is made of the finest materials and workmanship. Colors are permanent...Burrite Products assure complete satisfaction, under all normal use.

This label moves merchandise

The Burrite guarantee label is our contract with your customers for quality and performance. It creates not only initial sales but assures you of big volume repeat business. It is only because of this huge volume that we are able to produce Burrite quality at prices competitive with ordinary lines.

These exclusive Burrite features make the difference with your customers.

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STOCK

the TOP NOTCH line of
CHICAGO

"Safety plus" Hexagon
Head Cap Screws
(Bright or Heat Treated)
for These TOP NOTCH reasons:

- **Constant Demand**—The constant demand for the "Chicago" line makes it easier to sell—it's the line for replacement used in original assembly in all fields of manufacture. Why?
 - **They're Stronger**—More uniform—give a perfect fit for every replacement need, and...
 - **They Cost Less**—They fasten faster and tighter—resulting in lower ultimate costs to your customer, which makes them "easier to sell."
 - **Better Service**—Increased "Chicago" plant facilities and production means "round the clock" service, higher quality, better packaging, and a more complete line. Yes, here is a greater profit line for you to feature—all four ways.
- Remember to ask for these "Chicago" products from your hardware distributor:
- Hexagon Head Cap Screws, Steel and Brass
 - Square Head and Headless Cup Point Set Screws
 - Semi-Finished Hexagon Nuts, Steel and Brass
 - Hexagon Castellated Nuts
 - Fillister and Flat Head Cap Screws
 - Taper Pins
 - Milled Studs
 - Socket Head Cap Screws
 - Socket Set Screws
 - Socket Pipe Plugs
 - Stripper Bolts or Shoulder Screws
 - Square Head Dog Point Set Screws
 - Keys, Assortments and Kits.

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2509 WASHINGTON BLVD., BELLWOOD, ILL.
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Hooks 160½ Lb. Tarpon In 35 Minutes



G. N. Coughlan and his 162½-lb tarpon.

G. N. Coughlan, president of the G. N. Coughlan Co., West Orange, N. J., displays the 160½ lb. tarpon that represents the potential world's record catch for standard plug casting tackle. This particular tarpon was boated in 35 minutes and is Mr. Coughlan's sixth tarpon this season of over 100 lbs. This catch makes him winner of the Outstanding Angling Achievement award of the MMFT, holder of the present record for plug casting and winner of the Eddie Rickenbacker Trophy for the largest tarpon taken on any tackle this past season.

HARDWARE HUMOR

By Hardware Age



"Your wife's gone, Mr. Smith. You can finish buying her Christmas present."

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CAP SCREWS
to 1" x 8"



SET SCREWS
to ¾" x 4"



MACHINE BOLTS
to 1" x 60"



STEP BOLTS
to ½" x 6"



CARRIAGE BOLTS
to 1" x 60"



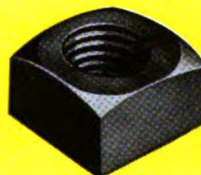
PLOW BOLTS
to ¾" x 20"



STOVE BOLTS
to ½" x 6"



LAG BOLTS
to ¾" x 20"



NUTS—Semi-Finished, Cold Punched, Hot Pressed, Castellated
SIZES ¼" to 1 ¼"

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CAP AND SET SCREWS • BOLTS, NUTS AND RIVETS

WHAT'S NEW

Latest Information on New Hardware Merchandise

(Continued from page 13)

Retail: \$3.95. *Luro Products Co.*, 5501 Denison Ave., Cleveland, Ohio.

Paint Remover

Ex-Kolor paint and varnish remover in powder form, non-inflammable and odorless is



available in a 4 oz. size. Powder mixes with water to form thick paste dissolving from one to eight coats of paint or varnish. Retail: 49 cents. *The Ex-Kolor Co., Inc.*, Danbury, Conn.

Twinco Dog Combs

Dog combs with spring steel teeth, rounded points, chrome plated, red or green handles.



Packed in counter display box. Cost to dealer for 12, \$3.57, retail price \$6.48. *The Winsted Co.*, Winsted, Conn.

Hand Power Tool

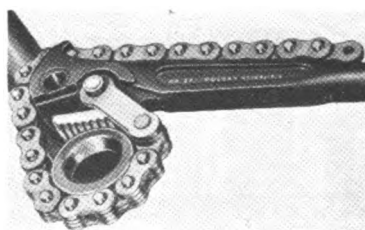
Handee 85 tool and companion complete with accessories kit, Handee Workshop. Tool unit has idling speed of 27,000 rpm and a load speed of 20,000 rpm. Chucks interchangeable spring collets of 1/16, 3/32 and 1/8 in. capacity. Tool runs all day without heating up excessively. Features a cast-in boss which holds easily attached routing and molding shoes. Twenty different molding cuts can be made. Work in metals, plastics and other materials is within the tool's scope.



Forty-one matched attachments with the tool packed in a steel-gray fitted metal case. Retail: \$29.95 for 110 volt, \$36.45 for 220 volts. *Chicago Wheel & Mfg. Co.*, 1101 W. Monroe St., Chicago 7, Ill.

Reversible Pipe Tongs

Vulcan reversible wrought steel tongs turn pipe in either direction without removing tongs or loosening the chain. Outer jaws can be removed to make tongs for narrow beads and flanges. Outer jaws also reversible end for end. Tongs available in four sizes for pipe and fittings from 1/4 to 8 in. *J. H. Williams & Co.*, 400 Vulcan St., Buffalo 7, N. Y.



Work Glove

Work gloves feature all-leather thumb with one continuous seam on the back of the thumb, and a seamless palm. Made of chrome-tanned side split gray cowhide with striped herringbone flannel back, glove has water-resistant cuff which may be dry cleaned. Glove is Gunn cut with seams on finger backs. White canton flannel lining and leather knuckle straps and tips. Available with 4 1/2 in. gauntlet. Wing-King, or Super B with 2 1/2



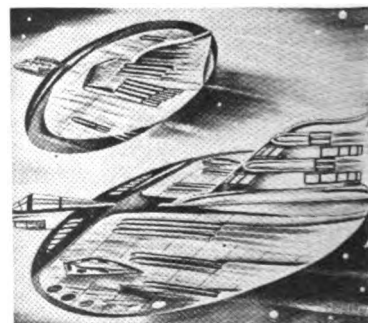
in. safety cuff. Retail price range: \$1.50-\$1.65. *Richmond Glove Corp.*, Richmond, Ind.

Window Control

Quiki window control, stainless steel window control spring available in 1 in. width for 1 1/8 in. window sash. Slips in between sash and jamb and imbedded prongs hold it. No need to remove window. Two mounted on instruction card. Retail: 20¢. *Ideal Brass Works, Inc.*, Dept. A, 250 E. 5th St., St. Paul 1, Minn.

Flying Saucers

Assembly kits for two Interplanetary Saucer twins available. When assembled, they resemble



what a futuristic interplanetary spaceship would probably look

STAINLESS STEEL

EKCO *Sta-BRITE*

Keepsake



AT LAST... Gift Packaged Stainless Steel Tableware

Now—for the first time, handsome 18-8 solid stainless steel tableware in *sales tested* and *proved* packaged sets—ideal for the holiday gift season just around the corner. “Keepsake”^{*} pattern includes 12 pieces... a complete table service! Distinctive new design by Raymond Loewy Associates in gleaming finish—perfectly balanced, with finished edges, styled to the appearance of finest silverware.

Popularly priced open stock or beautifully boxed sets of 44, 34 and 26 pieces. An ideal gift for every occasion. Ask your supplier or write us direct for details of the “Keepsake” pattern, as well as other distinctive lines of fine Ekco stainless steel tableware.

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^{*}Trademark

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Sta-BRITE
TABLEWARE

Designed for rich simplicity and charm, Ekco “Keepsake” pattern is a classical interpretation of the contemporary arts in fine craftsmanship.

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"EVERY DIRECTION"
SAW BLADE FOR
EXTRA-LONG CUTS

LARGE SAW TABLE
WITH 45° TILT
ADJUSTMENT

POWERFUL BUILT-IN
ROTARY MOTOR
(NOT A VIBRATOR)



3400 RPM
SANDING DISC
WITH ADJUST-
ABLE TABLE

EASY-TO-USE UL
APPROVED PUSH-BUTTON
SWITCH AND CORD SET
115-125 VOLT AC

Electric
**JIG SAW
SANDER
FILER
BLOWER**
WITH
BUILT-IN
AUTOMATIC

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Eight big-tool features in a low-priced, portable power tool. The powerful built-in rotary motor (not a Vibrator) drives saw or file about 3400 strokes per minute. Sawdust and filings are cleared from the cutting edge by built-in automatic blower. Saw and sanding table tilt to 45 degrees. Built-in fan and air vent for cool, efficient operation. "Every Direction" Blade Guide rotates in any direction for cutting extra long pieces. These features and many more plus generous low price open a new and bigger Jig Saw market that can mean fast profits for you!

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with Super
Selling
Features

Just as serviceable as it is handsome, this screw driver offers superlative value—high quality and right price. Your customers will be delighted with the many appealing features such as:

1. Clear amber extruded plastic handle — tougher and more attractive than a molded handle.
2. Rounded ends fit palm of hand.
3. Flutes beveled to afford secure yet comfortable grip.
4. High-carbon steel bit heat-treated accurately in automatic furnaces.

Supplied in Three Types:

1. Regular, square shank, chrome plated.*
2. Cross-point, round shank, chrome plated.
3. Regular, round shank, nickel plated.*

*Polished tapers

Truly a masterpiece of design and construction — an item you will be proud to show and sell your trade.

THE VLCHek TOOL COMPANY
3001 East 87th Street, Cleveland 4, Ohio

VLCHek

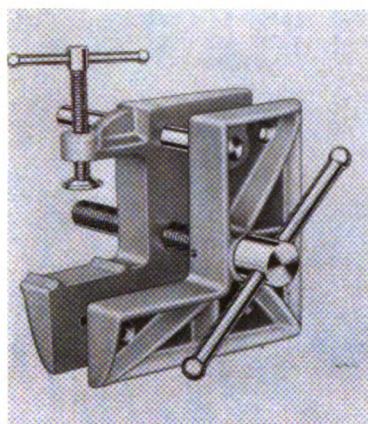
A Complete Line of High-grade Forged Tools

WHAT'S NEW

spill-proof. Pure color materials used in molding pieces. Model 313 dish 13 in. in diameter, 4 in. high; model 313-C, cover, 11 1/4 in. in diameter, 3 1/2 in. high. *Burroughs Mfg. Co.*, 3831 Verdugo Rd., Los Angeles 65, Cal.

Saw Horse Vise

Saw Horse vise, woodworker's vise can be used in any portable situation, adaptable for hori-



zontal or vertical work. Applicable especially for wood, metal or plastics. Made of gray iron, finished in green enamel. Clamps to anything up to 2 in. with jaws opening 4 in. *Brink & Cotton Mfg. Co.*, 3 Poland St., Bridgeport, Conn.

Automatic Coffee Maker

Camfield automatic coffee maker features a strength selector, red light flashes when coffee is done, coffee held automatically at 170 deg. until last cup is gone. Mechanism resets itself for next



DECTO-STICK FURNITURE REPAIR KIT



A. specially
compounded stick,
that

**Fills and Colors
NICKS - DENTS - GOUGES**
in natural-finished or stained wood-
work, furniture, leather and plastics.



RUB IT IN
THAT'S
LEVEL IT OFF
ALL !!

Display card holds 12 cellophane bags, each containing a complete kit of 4 Decto Sticks (dark mahogany, light mahogany, walnut and maple) a scraper and instructions.

SOLD THROUGH JOBBERS

Decto Products Co.
SALEM 4 MASS

• faster turnover • less outlay •
• more customers and profit •
• less inventory • less work •

with

21

COMPLETE LINES
OF BUILDERS HARDWARE

OFFERED BY

Skillman
HARDWARE
MANUFACTURING CO.

TRENTON • 4 • NEW JERSEY • USA



The 'Yellow Pages' help you reach out for new prospects...

Right in your neighborhood there are probably plenty of folks who could easily become your steady customers. But first you've got to tell them *how* you can serve them... as well as *where* you're located.

One sure way to call their attention to your store is through the familiar 'yellow pages' of the telephone directory. Remember, 9 out of 10 shoppers look in the 'yellow pages' when they're ready to buy.

The 'yellow pages' put your name, address and telephone number and sales messages right in the homes of prospective customers in your neighborhood. You'll find them an effective and profitable way to "reach out" for more business.

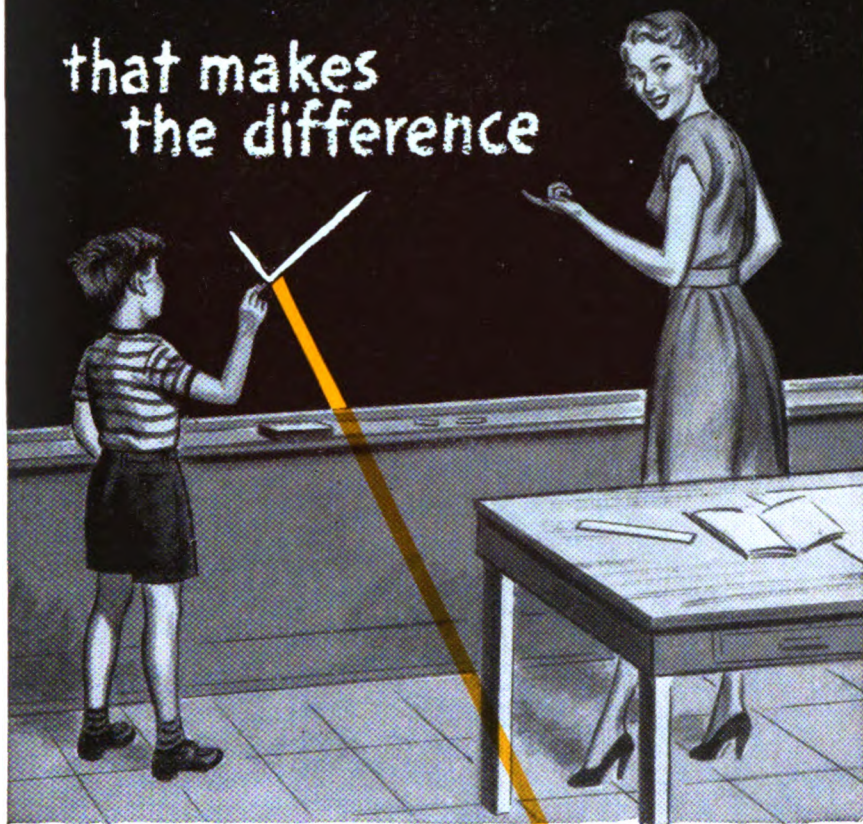


Call your local telephone business office for further information.



It's the "RIGHT ANGLE"

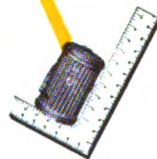
that makes the difference



Yes, the "right angle" shape has much to do with the popularity of WITT CANS. The *straight sides* assure extra resistance to rough handling and are further strengthened by the *deep rolling corrugations*, which run the full length of the body, rugged *heavy gauge steel*, and top and bottom *structural steel bands*. Rust proofing is insured by a hand *hot dip galvanizing process*. The *pinch-proof handles* and sturdy *one-piece top* completes the WITT CAN except for the famous *Quality Assuring Guarantee*—WITT CANS outlast ordinary Cans 3 to 5 times. For a tangible asset to your business, ask for WITT CANS . . . they have the "right angle."



WITT CANS
have the
"right angle"



STRAIGHT SIDES Provide Rugged Strength
... Greater Resistance to Rough Handling
... Longer Wear!

Witt Cans

THE WITT CORNICE COMPANY

Cincinnati 14, Ohio

"Originators of the Corrugated Can"

WHAT'S NEW

coffee making task. Coffee never boiled, never re-percolated. *Camfield Mfg. Co.*, Grand Haven, Mich.

Minute Man Padlock

Slaymaker Minute Man combination padlock features a laminated steel case, polished aluminum dial face, hardened shackle.



Packed six locks to display carton, occupying 3 by 8 1/4 in. of space. Retail 89 cents. Permanent record tag attached. Three number mechanism with thousands of possible combinations. *Slaymaker Lock Co.*, Lancaster, Pa.

Novelty Clock

Rudolph Red-Nosed Reindeer pendulette clock. Nose finished in a red luminous paint. When clock runs, reindeer rocks back and forth in prancing gallop. Clock mounted in a walnut-color cottage front with simulated carved decorations. Retail: \$2.95. *Lux Clock Mfg. Co.*, Waterbury, Conn.



Youth Chair

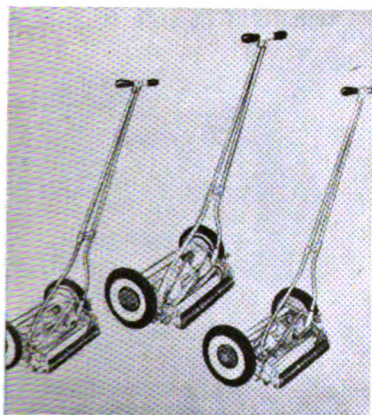
Cosco youth chair shown has a 21-in. high seat; fits up close to the table. Furnished with chromi-



mium finish and Duran upholstery or enamel throughout. High chair features: deep-dished chromium-plated tray, standard table height, removable with one hand. Available with chromium finish and Duran upholstery or baked-on enamel finish throughout. *Hamilton Mfg. Co., Columbus, Ind.*

Clemson Mowers

Clemson 1951 lawn mowers include: model 16 and 15 in. cut, \$19.95; model 17 with 17 in. cut, \$24.95; and deluxe model E-17, \$29.95. Features of all models include: baked-on yellow enamel finish, shears brackets, palm-fitting hand grips, height and shear adjustment, welded reels,



boxframe construction and non-scuffing rollers. *Clemson Bros., Inc., Mower Division, Middletown, N. Y.*

Tv Alignment Tool

Illuminated television alignment tool with aluminum barrel containing two batteries, bulb,

STANLEY NEW HANDYMAN DRILL KIT "MAKES" MORE FOR YOU, TOO!

No. 020
\$29.95
suggested retail
INCLUDES ...



- Stanley 1/4" Drill 1800 R.P.M.
- 3—5" sanding discs and leather sanding pad
- 1—3" x 1/2" x 1/2" grinding wheel
- 1—4" x 1/2" wire brush
- 1—5" wool polishing bonnet
- 1—3" cloth buffing pad
- 4 high speed twist drills 1/16, 1/8, 3/16, 1/4
- 2 arbors
- 1 paint mixer
- 1 steel carrying case
- 1 horizontal drill stand

OTHER STANLEY "SALES BUILDERS"



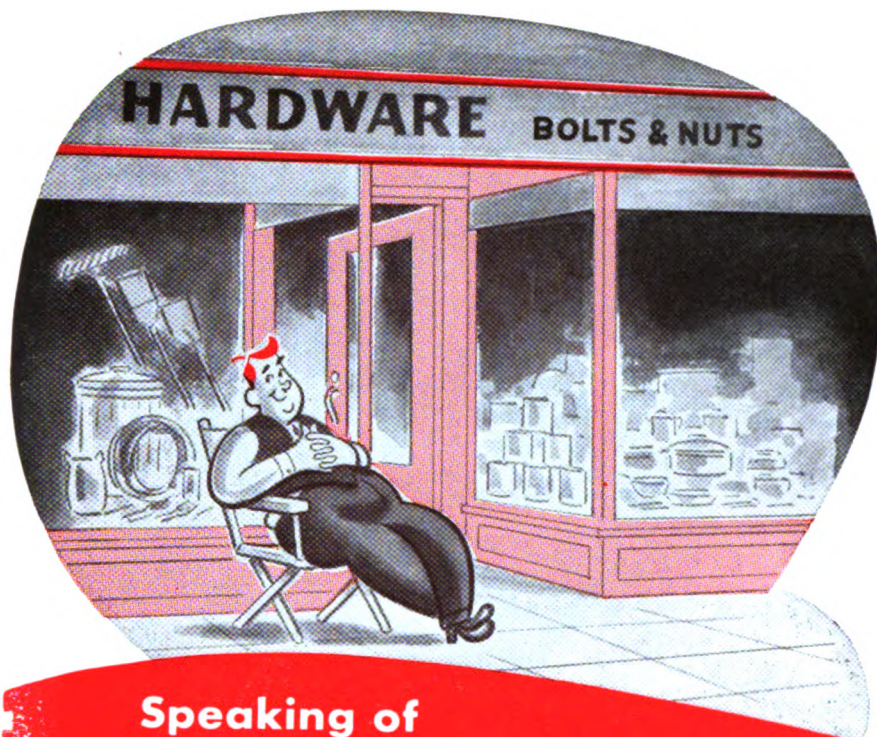
At last . . . the complete, compact, economical drill kit your customers have demanded. Contains *everything* needed for ordinary drilling, sanding, polishing, grinding and countless other jobs—in wood, metal or plastics. And remember, the more your customers can make, the more you "make" in new sales and profits! Write for full details. Stanley Electric Tools, 567 Myrtle Street, New Britain, Connecticut.

Powerful national advertising featuring the Stanley Handyman Drill Kit appears in the home workshop magazines. Tells thousands of interested prospects to see YOU . . . their local dealer.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL



Speaking of **COMFORTABLE PROFITS!**

We know it's a tough job to run a hardware store. What with thousands of items to keep track of—and every customer demanding something different—it keeps a man hopping.

But here's one thing you can take comfort in. Your bolt and nut stock will never demand *extra* work and attention. Bolts and nuts are "necessity items" that practically sell themselves. They return a comfortable profit—without extra ballyhoo or "mark down" sales.

What's more, to make your job still easier, Lamson & Sessions provides many merchandising aids—bolt cabinets, reference lists and counter display units.

Ask your jobber about them.

THE LAMSON & SESSIONS COMPANY

General Office: 1971 West 85th Street, Cleveland 2, Ohio
Plants at Cleveland and Kent, Ohio • Chicago • Birmingham

LAMSON & SESSIONS



WHAT'S NEW

reflector and shockresistant spring. Handle water resistant. Lucite tip, set in tenite, accom-



modates two diameter interchangeable alignment tips. Tool equipped with one tip. Six to display card. Retail: \$2.50. *Spot Tools, Inc.*, Morris Plains, N.J.

Anti-Freeze

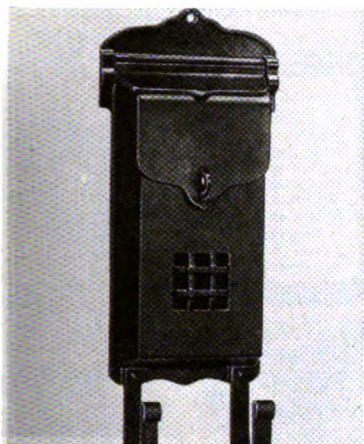
Freez-Rem, alcohol type anti-freeze. Consists of the addition of a new rust inhibitor chemical, Specnite. Prevents rust and corrosion of metals in engine cooling systems. Will not damage rubber hose or hose connections. Will not leak out of any cooling system tight enough to hold water.



Available in one gallon cans, 5 gallon pails and 54 gallon drums. *Speco, Inc.*, 7308 Associate Ave., Cleveland 9, Ohio.

Ives Mailbox

Pressure cast of aluminum. mailbox model No. 631A has smooth surfaces and sharp de-



sign details. Features a permanently attached plastic window. Magazine holders provided. Available in dead black, brass or aluminum metallic lacquer finishes. *The H. B. Ives Co., New Haven, Conn.*

Electric Lift Truck

Improved Marforge Load-Mobile features high-low switch, spring-mounted casters; freer use of sealed ball-bearings, heavy roller chain operates brake; hydraulic lifting mechanism arranged in vertical position at front end of hood. Available as a lift truck for conventional skid platforms, pallet truck, freight and pick-up truck and a tractor. *Market Forge Co., Everett, Mass.*

Burgess Flashlight

Finelite flashlight equipped with Burgess No. 7 cells is pocket size. Entire unit made



FIRST IN GIFT APPEAL

SWING-A-WAY

GIFT ARRAY



AS AN ICE-BOX CONTAINER for fruit, vegetables or dessert —the large gift box is ideal.



FOR HATS OR LINGERIE the sturdy construction and clear view plastic top large gift box is perfect.



POTTED PLANTS AND FLOWERS take on added beauty when the black base of the small gift pack is brought into use.

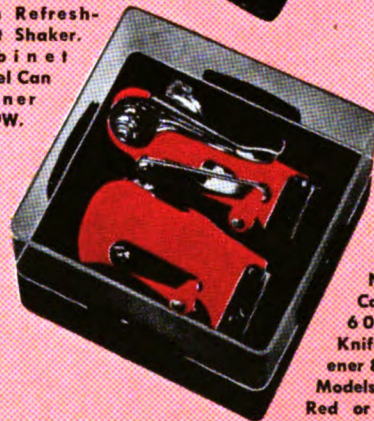


AS A SEWING BOX the small gift pack makes a handy-dandy. Also serves well as a utility container.

Swing-A-Way Gift Packs
Ultra in Modern Gift Packaging.



GIFT PACK No. 1
Ice Crusher 1109W
with Refreshment
Shaker.
Cabinet
Model Can
Opener
1209W.



GIFT
PACK
No. 2—
Can Opener
609 and
Knife Sharp-
ener 809. Both
Models in White,
Red or Yellow.

Point-of-sale attraction and larger unit purchases are encouraged by this latest design in SWING-A-WAY packaging. The transparent plastic top gives consumer clear view of merchandise... and the empty box has many versatile uses around the home. All at no added cost!

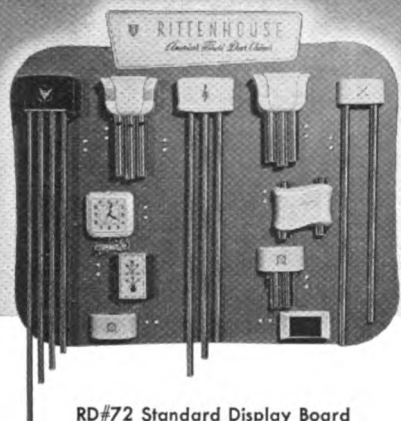


4100 BECK AVENUE • ST. LOUIS 16, MO.
CANADIAN REPRESENTATIVE-FOX AGENCIES, LTD., PORT CREDIT, ONT.

CHRISTMAS IS THE
PEAK BUYING SEASON FOR

Rittenhouse DOOR CHIMES

ORDER NOW TO MEET THE DEMAND



RD#72 Standard Display Board

For added sales and profits, take advantage of the peak buying season coming up and get into the profit-making door chime business with this attractive display board. Your customers will see and hear the various models and actually sell themselves. You can get a new display board now for the price of the chimes alone. Several boards to choose from.

NATIONAL ADVERTISING PRE-SELLS FOR YOU



Millions of readers of these popular home magazines will see ads on Rittenhouse Door Chimes this fall. Some in your community will be asking for them. Be sure to have them on display and in stock.

Call your electrical wholesaler, or write us direct. Get the merchandising facts about the full line of Rittenhouse Door Chimes. Also our complete line of bell and chime transformers.

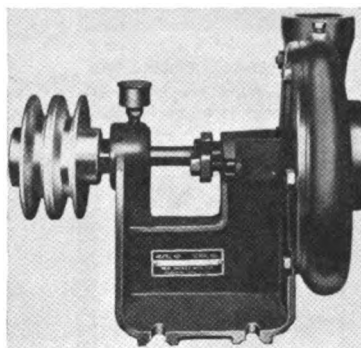
THE RITTENHOUSE CO., INC.
66 Owen St., Honeoye Falls, N. Y.

WHAT'S NEW

of heavy chromium plate. Clip-action switch. Packaged 12 to a display card or individually gift-boxed with two No. 7 cells in a silver carton. *Burgess Battery Co., Freeport, Ill.*

Centrifugal Pumps

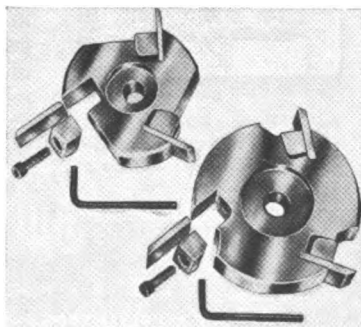
Cataract line of centrifugal pumps in six sizes. Pumps tapped female IPS suction and discharge. Case construction, grey cast iron. Shaft of carbon steel with bronze packing gland; impellers, bronze semi-open type.



The $\frac{1}{2}$ and $\frac{3}{4}$ in. discharge sizes feature Oilite outboard bearings. Capacities, 120 to 1200 gph at 10-50 ft. total head up to 1 h.p. requirements. The 1, $1\frac{1}{4}$, $1\frac{1}{2}$ and 2 in. discharge sizes feature single row outboard ball bearings. Capacities range from 1200 to 10,800 gph at 10 to 70 ft. total head, up to $3\frac{1}{2}$ h.p. requirements. *Red Jacket Mfg. Co., Davenport, Iowa.*

Cutter Heads

Darra-James power tool line adds two molding and shaping cutter heads for use on circular saws having $\frac{1}{2}$, $\frac{5}{8}$ and $\frac{3}{4}$ in. arbors. Made of Meehanite heat-treated steel, counterbored on



are you selling

**America's Fastest-Selling
Line of Ice Cream Freezers?**

DOLLY MADISON ELECTRIC

You swim with the tide of public preference when you sell modern Porter-made freezers. Why buck it? The Dolly Madison is America's finest freezer—bar none! All electric—2-, 4-, 6-quart.



HUSKY . . . Trim, sturdy, light-weight, feather-turn Husky sells on sight! It's the only hand-operated freezer on the market backed by a guarantee! Stock Husky for more sales and profits. Available in 2-, 4-, 6-quart sizes.

SENSATIONAL DEALER POLICY
Only Porter backs dealers with modern selling helps! Write for folder illustrating 1950 line and merchandising aids.



WRITE TODAY

THE J. E. PORTER CORPORATION

*America's Largest Manufacturers of Home
Ice Cream Freezers—82 years Old*

501-8 BROADWAY • OTTAWA, ILLINOIS

long finger

COFFEE MEASURE

BY
MACK

ONE OF THE
MOST POPULAR
ITEMS WE HAVE
EVER OFFERED



Combination coffee and teaspoon measure that housewives find so useful. Standard coffee measure on one end and teaspoon measure on the other. Long finger lets housewife get the last portion out of a deep or shallow package. **MACK Long Finger Coffee Measures** are ready now for prompt shipment in reasonable quantities. Assorted colors packed one dozen to a carton.

Phone, Wire or Write for Prices!

MACK MOLDING CO.
INCORPORATED
142 MAIN ST., WAYNE, NEW JERSEY

Everyone's a Prospect



Illustration about
2/3 actual size.

STOCK THIS FAST SELLER NOW!

Here it is—a new household item that gives you quick turnover, good profit, because it's needed in nearly every home. One retailer sold 41 kits in a single day.

Anyone can waterproof that troublesome corner of wall and bathtub quickly, neatly, permanently, with Yardley Tub Corner-Cove.

15 feet of tight-fitting plastic sealing strip is more than enough for average job. Each package includes bottle of cleaning fluid, special waterproof adhesive, brush applicator. Priced right with regular trade, quantity and cash discounts to accredited distributors. Write nearest representative or direct.

Sells Itself!

Yardley Tub Corner-Cove comes packed one dozen kits in special counter-display carton. Put one in prominent spot and watch sales go up and up.



Y

YARDLEY.

PLASTICS CO.

142 Parsons Ave.
Columbus 15, Ohio

ADams 9315

REPRESENTATIVES

Roy A. Smith
218 Lexington Building
2970 West Grand Blvd.
Detroit, Michigan

Robert S. Stephens
7720 N. Sheridan Rd.
Chicago, Illinois

James H. Savage Associates
20 Vesey Street
New York, New York

HOLTITE SCREWS, BOLTS, NUTS and allied fastenings

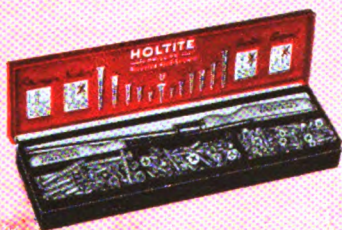
A complete line of rugged, precision-made fastenings . . . a dependable source for the hardware trade since 1904.

HOLTITE Screws, Bolts, Nuts and allied fastenings are made with the precision of small tools from the highest grade material, and rigidly inspected to assure trouble-free performance.

Your recommendation of HOLTITE fastenings to your customers is backed by the scientific vigilance of an experienced staff of engineers, modern metallurgical and chemical laboratories and skilled workers.

You can sell HOLTITE engineered fastenings with absolute assurance of customer satisfaction. Order through your distributor today.

HOLTITE-Phillips



For extra profits display the colorful HOLTITE-Phillips Household Utility Kit No. 2 containing an assortment of 22 dozen flat head steel Wood Screws in most commonly used lengths, in diameters from No. 5 to 12, with 2 Phillips drivers Nos. 2A and 3A.

Specify
HOLTITE
to your
Distributor

CONTINENTAL SCREW CO.

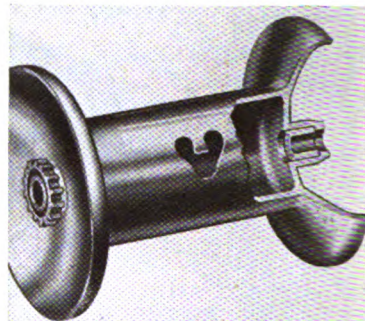
New Bedford,
Mass., U.S.A.

WHAT'S NEW

right-hand side, each head supplied with three high-speed knives and an Allen wrench. *Toolkraft Corp., Springfield 1, Mass.*

Aluminum Spool

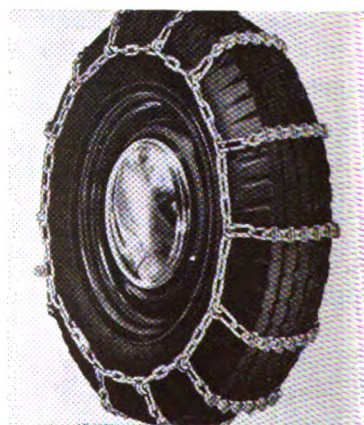
J. A. Coxe all aluminum spool standard equipment on four bait casting reels, 25-C, 10-C, 30-C



and 60-C models. Made in one piece, spool is machined inside and out. Weighs 33/64 oz. Spool revolves about a stationary cross-bolt. *Bronson Reel Co., Bronson, Mich.*

Tire Chain

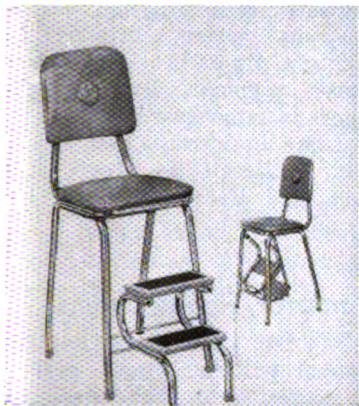
Round T-Bar tire chain, bar reinforced. Featured in a series of triangular shaped safety cross bars double welded to contact links of cross chains. Made in all passenger car sizes. Extra cross chains offered for replacement use. Utilize straight shank



connecting link between cross chains and side chains. *The Cleveland Chain & Mfg. Co., Cleveland, Ohio.*

Kitchen Stools

Logan kitchen stools of one inch heavy gage steel tubing, plated automatically. Special



frame construction eliminates wobbling and loosening. Steps covered with non-skid rubber pads. Seats, backs padded and upholstered in Duran washable plastic in six colors. Model 28 kitchen step stool illustrated—retail \$12.95. Each stool packaged individually. *Logan Mfg. Co., Inc.*, North Tonawanda, N. Y.

Spotlight Soldering Gun

Dual spotlight light-duty soldering gun eliminates shadows. Features dual heat, 100/135 watts for all light and delicate soldering; five second heating to save time and current; trigger-switch control; eliminates need of unplugging gun between jobs; chisel-shaped Wellertip. *Weller Electric Corp.*, Easton, Pa.



Life-Time Brush Jacket

Acorn life-time brush jacket keeps bristles in working condition, keeps chisel sharp tip, stores brushes for long periods without distortion, brush ready for im-

THE King Cotton LINE

Chalk Line and Braided Cord... these are just two of the many cordage items in the King Cotton Line. This line, in its new blue and yellow counter display packages, is packaged and priced to sell. The "space saver" counter display packages are specially designed to help you sell more King Cotton Cordage... More Sales, More Profit if you handle this fast selling line.



Packed TO SELL

ORDER FROM
YOUR JOBBER

Today!

King Cotton

REG. U. S. PAT. OFF.

CORDAGE

JOHN H. GRAHAM & CO., INC.
105 DUANE STREET • NEW YORK 8, N. Y.

IT'S A PLEASURE TO SELL . . .

Western CUTLERY

No. L48ABG



HAND-GROUND BLADES OF HIGHEST QUALITY ELECTRIC FURNACE CHROME-VANADIUM CUTLERY STEEL

No. L48ABG. A fast-selling knife with 4 1/2-in. blood groove blade and decorated leather handle. Over-all size of knife is 8 in. Tooled leather tubular sheath.

No. L66. Another popular knife with hunters and trappers everywhere. 4 1/2" sabre ground blade is shaped for easy skinning work. Handle is decorated leather.

No. 239. A practical hunting knife that features a heavy pearl composition handle, 5" sabre blade and beautiful wine colored hand-laced tubular sheath. A great gift item for Christmas sales.

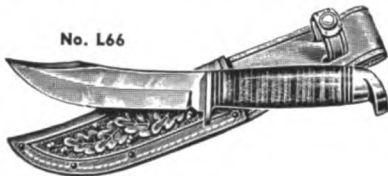
No. 677. Durable bone-stag handle knife with blood groove blade and hand-made new-style Finnish-type embossed leather sheath filled with inside liner of tough wood for extra strength, protection and durability. Blade is 5" long.

NATIONALLY ADVERTISED in All Leading Outdoor Magazines.

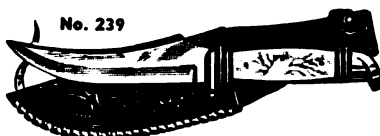
ATTRACTIVE DISPLAYS—Polished oak counter and floor displays and log panel displays.

DESCRIPTIVE FOLDERS — Self-selling folders and point-of-sale materials to boost your cutlery sales.

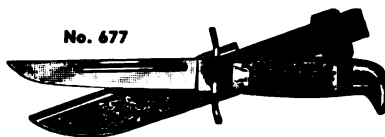
No. L66



No. 239



No. 677



WESTERN STATES CUTLERY CO.

1615 BROADWAY • BOULDER, COLORADO
Manufacturers of Quality Cutlery for 3 Generations

WHAT'S NEW

mediate use. Liquid has constant flushing action, bristles lay straight, tip of brush held above heavy pigment. Brushes with colors in same class can be stored in same liquid container without mixing. Retail: \$1. *Acorn Mfg. Co.*, 1207 Keosauqua Way, Des Moines, Iowa.

Radiator, Range Enamel

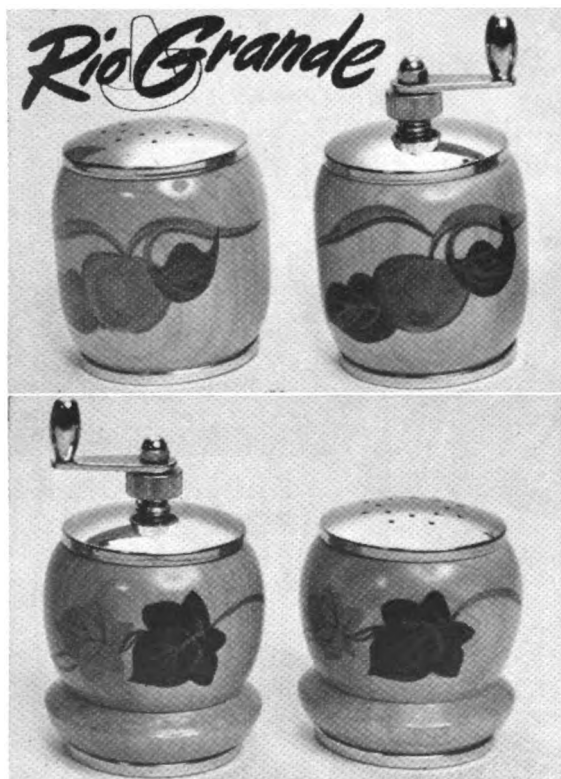
Sapolin radiator and range enamel will not crack, peel or discolor due to heat. Ready to



use, paint withstands extreme variations in temperatures, and heat up to 500 deg. F. Dries hard with porcelain like washable finish. A half pint can, retails for 70 cents, covers average radiator or range with one coat. *Sapolin Paints, Inc.*, 229 E. 42nd St., New York City.

Utility Fan Kit

Fan kit complete with motor, blade, cord, plug and mounting accessories. May be built into kitchens to remove kitchen odors, attics to dissipate heat or poultry houses, dairy barns and milk houses to keep walls relatively free of moisture. Fan features 10 in. blade, 9-watt GE unit bearing motor, one piece cast iron housing, inclosed, with a sealed-in supply of oil. *General Electric Co.*, Schenectady 5, N. Y.



New Pepper Mills and Salt Shakers

Everyone's buying Pepper Mills . . . for fine recipes use freshly ground pepper. During shortages, whole peppers are nearly always available.

Rio Grande has created an All-American pepper mill with a solid handturned maple bowl and non-tarnish polished metal. New style spiral gears of case hardened steel give an even grind. Top adjustment dial switches the grind from coarse to fine by the flip of the finger. No need to turn over. Same dial used for filling. Stands over 4" high.

Hand decorated to match America's fastest selling dinnerware patterns. Boxed individually or in sets with matching salt shaker. Also available in ceramic bowls.

Send for catalog showing pepper mills and over 175 other items of fine woodenware.

WHITE STUDIOS
2421 MCKINNEY AVENUE
DALLAS, TEXAS

Portable Saw

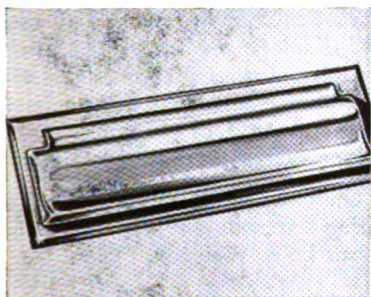
Skil 8 $\frac{1}{4}$ in. portable saw with depth adjustment from 1/16 to 2 $\frac{7}{8}$ in. and bevel adjustment from 0-45 deg. Features universal motor for ac or dc up to 60 cycles; precision helical gears; comfortable handle with enclosed trigger switch; telescoping blade guard; guide notches for straight or 45 deg. cuts; and die-cast aluminum alloy housing. Packed in a self-display carton. Available as model 555 with heavy duty steel carrying case. Retail for \$84.50 without case; \$92 with case. *Skilsaw, Inc.*, 6033 Elston Ave., Chicago 30, Ill.

Pressurized Spray Paint

Line of 12 pressurized spray paints feature a non-clog nozzle and quick-dry plastic paint. Kerpro spray coat packed in 12 oz. pressure packed cans with detachable non-clog spray nozzle transferrable from one can to another. *Protective Coatings Corp.*, P. O. Box 181, Desplaines, Ill.

Mail Drop Plate

Wrought brass designed mail drop plate. Interior hood made of wrought brass also. Flap, held in position by spring tension, hides mounting screws.



Opening 1 $\frac{7}{8}$ by 7 in. Available in all standard finishes. *Ajax Hardware Mfg. Corp.*, 4351 Valley Blvd., Los Angeles 32, Cal.

Great Lakes Line

Great Lakes Glas-Rods available with solid color fibreglas shafts. Cove model has solid white shaft, stainless steel guides, reinforced tip top, in six lengths. Also fibreglas salt water, spinning, and fly rods to go

AMERICAN

GOLD STRAND

REG. U. S. PAT. OFF.

INSECT WIRE SCREENING

Look for the Gold Strand woven into the selvage. Always your assurance of the best in insect wire screening...long-wearing, reliable screen cloth that is precision manufactured to most rigid standards of testing and inspection.

Gold Strand wire screening is supplied in Galvanoid (steel electro-galvanized after weaving), Aluminum and Bronze—a grade to suit every purse and purpose. Sample folders and a useful booklet "Surface Tables and Retail Sales Prices" are available upon request for distribution to your dealers. Write for them today.

Of course, Gold Strand Screening is manufactured in strict accordance with U. S. Dept. of Commerce Standard CS-138-49

AMERICAN WIRE FABRICS CORPORATION
Subsidiary of THE COLORADO FUEL and IRON CORPORATION
500 Fifth Ave., New York 18, N. Y.

In the East—Wickwire Spencer Steel Division, 500 Fifth Ave., New York 18, N. Y.
In the West—The Colorado Fuel & Iron Corporation, Denver 1, Colorado
On the Pacific Coast—The California Wire Cloth Corporation, Oakland 6, Cal.

Sales Offices in Key Cities Everywhere

**THIS
DISPLAY
SELLS
BLADES**



These attractive counter displays, put to work in your store, will remind your customers that they need new Hack Saw Blades. These new displays are all purpose, all around jobs—front (shown) and back are identical so you can use it on counter, shelf or island. It sells from any angle.

Now Display Packed, at no extra charge, for More Sales! Get them from your jobber—there's a display with High Speed Molybdenum Blades and one with Standard Tungsten Blades.

G. W. GRIFFIN CO.
Franklin, New Hampshire

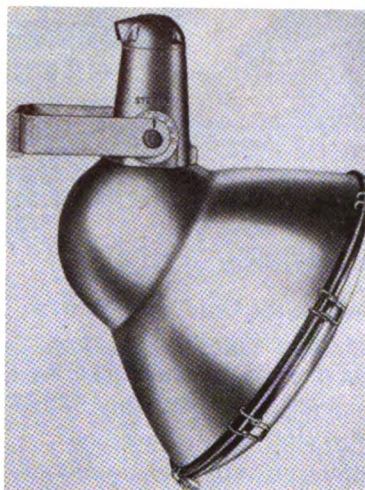
General Sales Agent
John H. Graham & Co., Inc.
105 Duane Street, New York 8, N. Y.

WHAT'S NEW

with three new reels. Steel-rod line improved; Pacemaker model retails \$3. Fishing accessory line expanded. *Great Lakes Products*, Detroit, Mich.

Steber Floodlight

Alzak aluminum floodlight, 18½ in. reflector. Series 4000, unit available in open or en-



closed type in narrow or medium beam. Mounting fittings include crossarm, wall, clamp and pole types. Yoke type bracket permits unit to be swung over to cross-arm or platform. Feature permits stocking of open types with lens and fittings separately. *Steber Mfg. Co.*, Broadview, Ill.

Aluminum Steak Broiler

Nu-Brite aluminum steak broiler has tin dipped rack. Features polished exterior, satin finish bottom and heavy tinned han-



dles. Unit 11 in. in diameter and is 1⅞ in. deep. Retail: \$1.29. *The Federal Enameling & Stamping Co.*, Pittsburgh, Pa.



**SAVE SPACE • SAVE TIME
SAVE MONEY**

25-B: Capacity over 1½ tons, 44" diameter, 56" high, has 5 separately rotating sections each with 5 compartments. Each compartment has capacity of 125 lbs. Label holder welded on each divider.

Only \$113.00. Twenty pound spring scales \$19.00 additional. Prices f.o.b. Wellston, Ohio.

➔ Send for new, illustrated
Circular 103W:

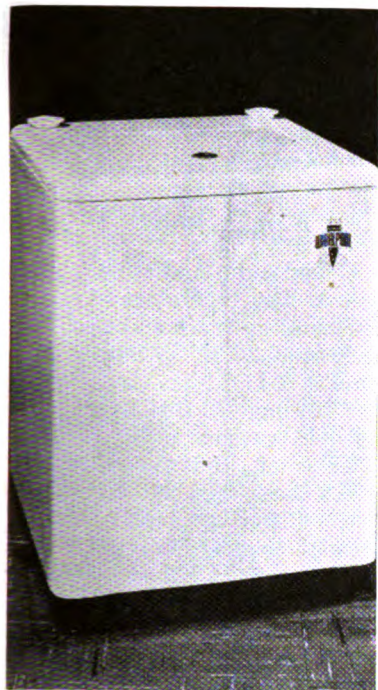
The Frick-Gallagher Mfg. Co.,
Sales: 417 Shubert Bldg.,
Philadelphia 2, Pa.

**FRICK -
GALLAGHER**
WELLSTON, OHIO
SHELVING • PARTS BINS • ROTABINS
COUNTERS • RACKS • TABLES

WHAT'S NEW

Whirlpool Washer

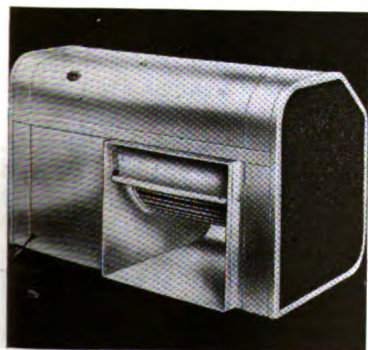
Thrift model automatic washing machine has a 9 lb. capacity. Features: three temperature



water selection, automatic filling at any water pressure, Whirlpool seven rinses, top loading and balanced design agitator. Extractor operates at 500 RPM. Model is completely flexible in operation. Equipped with 1/3 h.p. motor. Retail for \$199.95. Whirlpool Corp., St. Joseph, Mich.

Blower Filter

Rex blower filter, AP-111, employs a 10 in. blower with an output of 1500 CFM, adequate for use in any furnace having up to a 24 in. grate diameter. Smaller cabinet size than previous models; cold air return elimi-



ANY WAY YOU LOOK AT 'EM...

BILLINGS

ALLOY STEEL

LIFE-TIME® WRENCH

Merchandisers

MAGIC CLERKS — BOARDS — ROLLPACKS — GIFT SETS

EXTRA! EXTRA!
SALES PROFITS
REPEATS!

Order 'em
FROM YOUR WHOLEALER

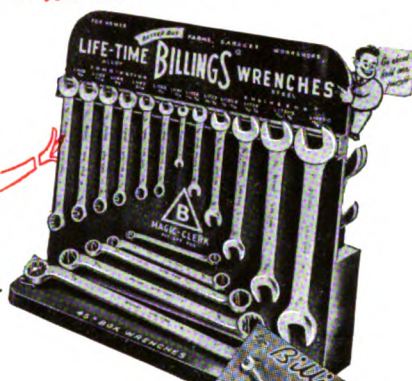
BETTER BUY

BILLINGS®



WRENCHES & SHOP TOOLS

THE BILLINGS & SPENCER CO., HARTFORD 1, CONN., U.S.A.



The McGill

ALSTEEL

mouse trap



Best test of this proven all-steel nickel-plated trap is its phenomenal repeat sales. Easy automatic set and sanitary release.

McGILL METAL PRODUCTS CO.
MARENGO, ILLINOIS



GRC gives you
better

WING NUTS

at a
bigger
profit!



Rust-proof zinc alloy, featuring GRC's, superior recessed-wing finger-grip. All finishes, all popular thread sizes. Order a generous supply to sell every customer.

Have you checked your stock of GRC one piece E-Z Cup Hooks? In bulk, nickel and brass finish, Carded, red, blue, green, white, nickel and brass. 6 to a card.

Jobbers:

Write Today for Samples and Catalog Sheets. GRC informative catalog sheets show clear prices — clear discounts.

GRIES REPRODUCER CORP.

789 E. 132nd St., New York 54 MOH Haven 9-2476

WHAT'S NEW

nated. Housed in all-metal casing finished in wrinkle brown baked-on enamel. Removable filters at each end of casing. Plug-in circuit provided for blower control. *Air Controls, Inc.*, 2310 Superior Ave., Cleveland 14, Ohio.

Shooting Blind

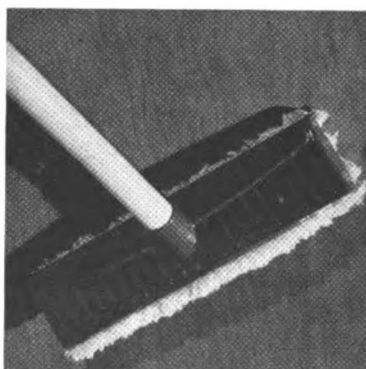
Seal-Dri water resistant shooting blind made in individual units forming a complete unit



for one. Two may be snapped together for two hunters. Supported by a stake and two curved tempered aluminum rods. Canvas sides dyed and camouflaged to fool game, and formed into a bell shape to provide space inside for a dog and stove. Weighs less than 4½ lbs. Retail: \$14.95. *Seal-Dri Sportswear Co.*, Rockford, Ill.

Wax Applicator

Plastic head Glo-Coater wax applicator with 4 ft. handle and two re-usable chenille pads that



fit into an aluminum holder. Dealers receive Glo-Coaters in sets of 12, packed in cartons that transform into applicator stands. Unit retails for 49 cts. with any sized can of Johnson's Glo-Coat. Applicator sells for 98 cts. *S. C. Johnson & Son, Inc.*, Racine, Wis.

Paint Rollers

Flomatic dip and stipple paint rollers. Dip rollers are available in 7 and 9 in. sizes and retail for \$1.98 and \$2.59. Stipplers also come in 7 and 9 in. sizes, priced at \$2.09 and \$2.79. Feature removable covers with trimmed, splashproof ends, free-turning bronze bearings, and grip handles. Cleaning tool provided without cost. Aluminum painting trays, 9, 11 in., available for use. Special offer, D-70, includes



7 in. dip roller with cleaning tool and 9 in. tray at \$3.19. *Rubber-set Co.*, Haynes Ave. and Lincoln Highway, Newark 5, N. J.

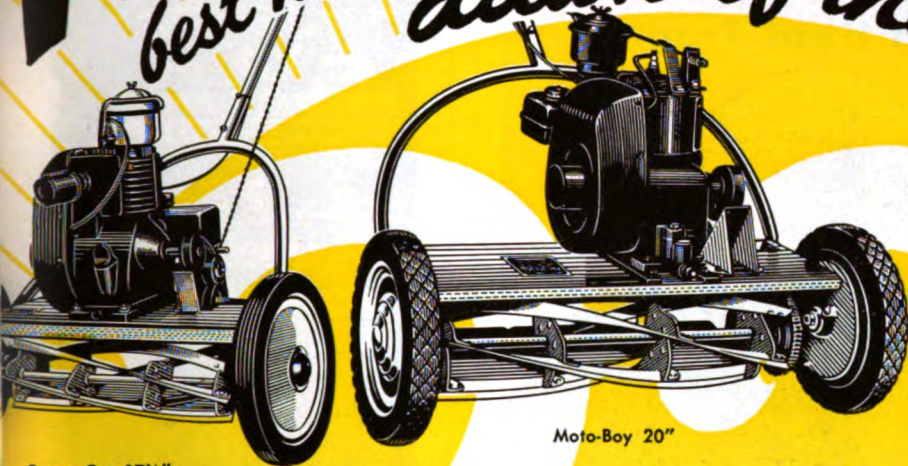
Boat Cushions

Tapatco boat cushions feature a cover design of general utility rope knots. Cushions are covered with unbacked vinyl plastic resistant to spotting by gas, oil, etc., and hand filled with Java Kapok. Knot design will not chip or deteriorate. Approved by U. S. Coast Guard for use as life preservers. *The American Pad & Textile Co.*, Greenfield, Ohio.

(Resume reading on page 13)

MOTO-MOWER

best known name in power lawn mowers
dawn of the



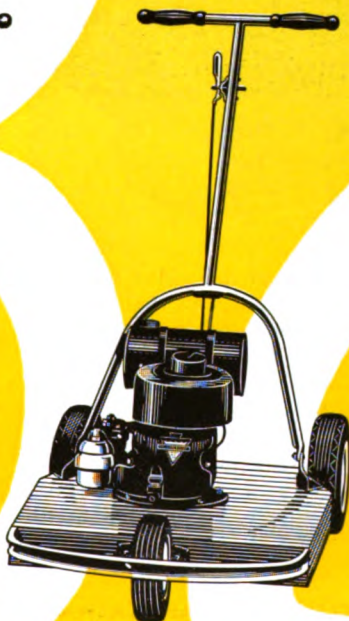
Power-Cut 17 1/2"

Moto-Boy 20"

Lawn-Ace 18"



Scout 22"



Roto-Mower 16" and 20"



LawnKeeper 24"

nd

year

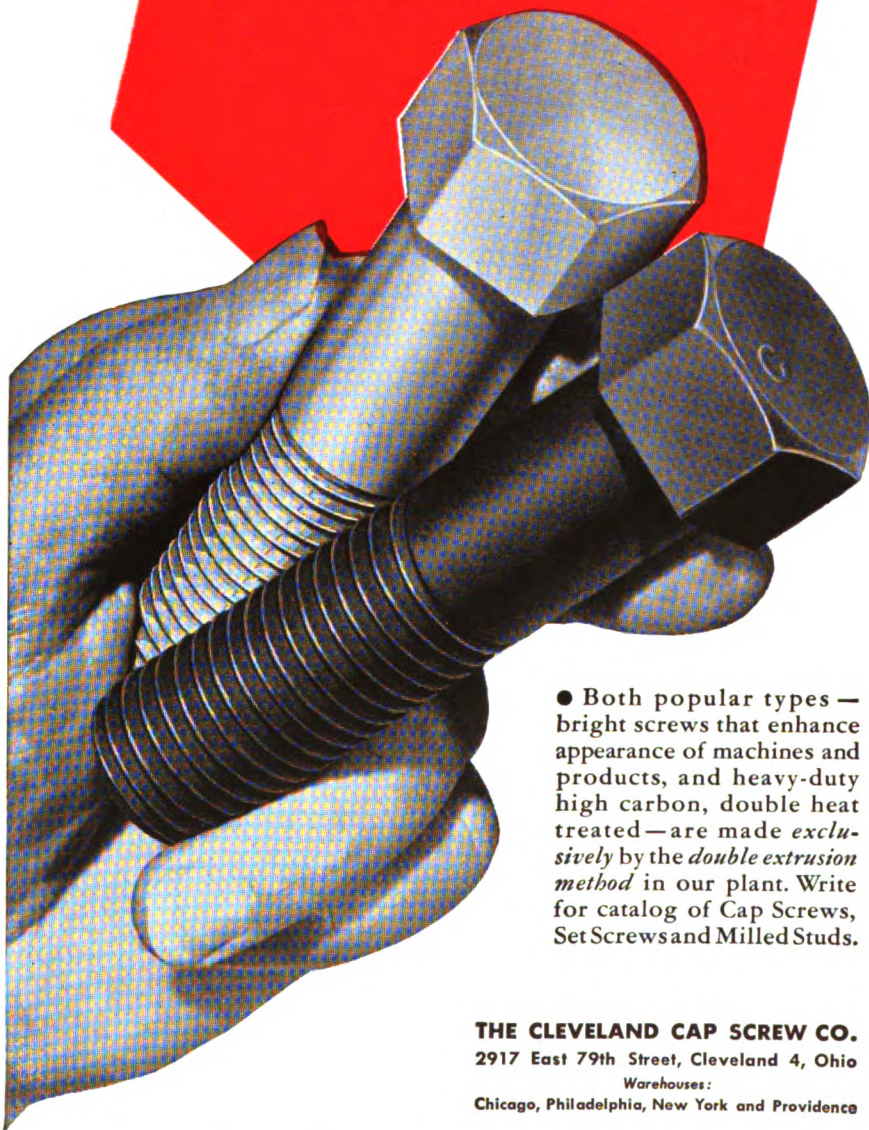
New models of MOTO-MOWER for 1951 are now supplied with (1) an Idler and control that allows a Free Handle, (2) Recoil Starter, (3) Weed Topper. The Weed Topper is an exclusive feature of the "Moto-Boy" and "Scout" models, while the Recoil Starter is found on the "Scout" and "Lawn-keeper". In addition to the one model of whirl blade type, "Roto-Mower 20", which was available last year, in 1951 there will be a "Roto-Mower 16". These models of MOTO-

MOWER are driven by a vertical shaft motor which provides direct application of the power to the horizontal whirl blade of this type of mower, greatly simplifying its design and manufacture. The entire hardware line of MOTO-MOWERS consists of seven different models; Five reel types, sizes 17 1/2" to 24" and two horizontal (whirl blade) types, 16" and 20". There is a model to fit every pocketbook—to meet all competition—write for complete information.

The MOTO-MOWER Company DETROIT 1, MICH.

Carry these profitable lines of Cleveland Kaufman-Processed Cap Screws

**EXTRA appearance
and EXTRA toughness
in both 1020 Bright and
High Carbon Heat Treated**



● Both popular types — bright screws that enhance appearance of machines and products, and heavy-duty high carbon, double heat treated—are made *exclusively* by the *double extrusion method* in our plant. Write for catalog of Cap Screws, Set Screws and Milled Studs.

THE CLEVELAND CAP SCREW CO.
2917 East 79th Street, Cleveland 4, Ohio
Warehouses:
Chicago, Philadelphia, New York and Providence

CLEVELAND
Top Quality
FASTENERS

ORIGINATORS OF THE
KAUFMAN **DOUBLE
EXTRUSION** PROCESS

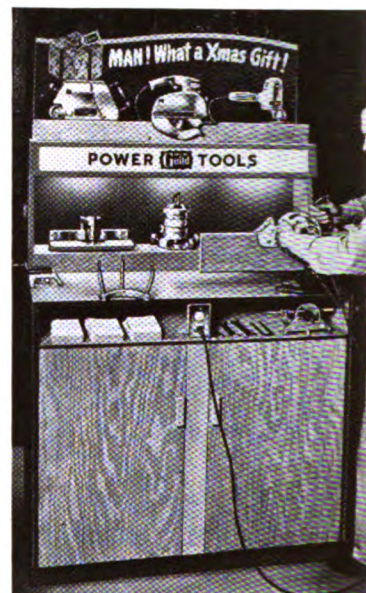
Specialists for more than 30 years in
CAP SCREWS, SET SCREWS, MILLED STUDS
Ask your jobber for Cleveland Fasteners

TO HELP YOU SELL

*New Displays and Other
Dealer Sales Helps*

(Continued from page 13)

bench is used in back of store. Holds P-C Guild electric tool line and accessories. Package includes three counter displays, window streamers, customer mailing, radio announce-



ments and tv film, invitation to demonstration with printing done. Free apron for customers—dealer and P-C split cost. Demonstrator comes with Guild assortment, retail value of which is \$500. Dealer cost, \$385. Dealer pays \$35 toward unit and P-C \$40. Top display card on unit now promotes Christmas sales. Other seasonal cards to be available later. *Porter Cable Mfg. Co.*, Syracuse, N. Y.

Red Devil Displays

Red Devil offers to dealers for the cost of tools displayed alone, three display boards. A glass cutter is included at no cost. Board No. 170 for Red Devil wood scrapers retails for \$2.60, costs dealer \$1.53; board No. 175, Red Devil painters' cutlery, retails for \$4, dealer cost, \$2.87; board No. 176, similar to No. 175 except the cutlery is made with flexible blades instead of stiff blades. Retails at \$4.80, costs dealer \$3. *Red Devil Tools*, Irvington 11, N. J.

BB Pouch

Daisy Giant BB Cellophane pouch No. 700 contains about 176 BBs retailing at 5 cts. per pouch. Pouch is printed with a



blue and white bull's eye design. Corner tears off; open end can be folded down and over as shot is used. Pouches packed 100 individual pieces to shipping case. *Daisy Mfg. Co., Plymouth, Mich.*

Food Mixer Folder

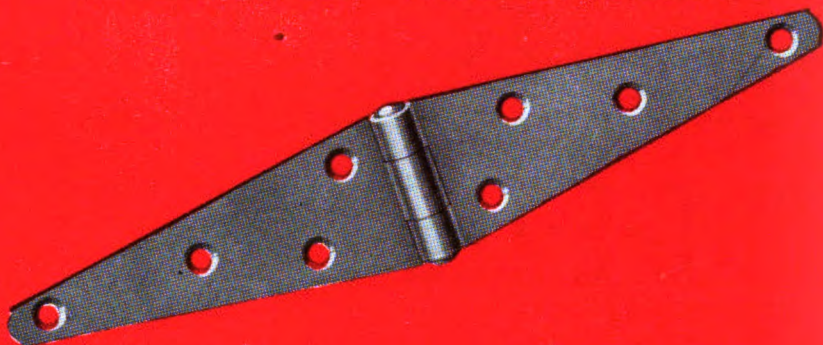
Gift folder on the Hamilton Beach food mixer. Natural color photo on cover shows mother and daughter admiring mixer. Inside pages tell the products' advantages. *Hamilton Beach Co., Division, Scovill Mfg. Co., Racine, Wis.*

Wrench Gift Sets

Christmas gift wrappers and personalized gift cards with wrench gift sets. Individually packed in gift boxes of royal blue, each set includes an 8 in. Magnetic tool holder with chrome-plated wood screws. Two different sets in Engineers' and Combination patterns include most-used wrench sizes. *The Billings & Spencer Co., Hartford, Conn.*



WROUGHT STEEL STRAP HINGES



TEE HINGES

*Quality
Hardware
Since 1865*

McKINNEY

MANUFACTURING COMPANY

1400 Metropolitan St., Pittsburgh 33, Pa.





HOLD-E-ZEE

The Original Automatic Grip SCREWDRIVERS

... backed by inviting displays, substantial national advertising, outstanding features, and unsurpassed quality—Hold-E-Zees move steadily from your shelves, each sale creating a satisfied customer.

ORDER
THRU
YOUR
JOBBER!



UPSON BROS., INC.
ROCHESTER 14, N. Y.

TO HELP YOU SELL

Superior Paint Package

White house paint deal provides 5 qts. of paint for the price of 4 qts. To merchandise bonus quart, copy at top of can states five quarts for the price of four.



Numerals 1-5 appear vertically on each side of the panel, underscored in black. Trademark, posterized version of painter in black bulls-eye rung in gray. Much white used to indicate white house paint. *Superior Paint & Varnish Corp., Chicago, Ill.*

Briddell Holiday Package

Christmas promotion theme on Carvel Hall cutlery is All Through the Store. Dealers package includes point-of-sale merchandising material to tie-in with the Holiday promotion. Theme suggests adaptability of the cutlery to display in each store department. *Charles D. Briddell, Crisfield, Md.*

Arvin Merchandiser

Arvin 24 page Fall & Winter Merchandiser points out that Arvin ads in 16 national magazines will make 265 million sales calls during the next four months. Announces availability of a series of three, four and five column newspaper ad mats for local use on both TV and radio lines. Section describes the 12 sales aids available to the trade at cost. Included are an Arvin salesmaker for mass display of radio and TV sets, illuminated signs, streamers, banners and cards. *Arvin Industries, Inc., Columbus, Ind.*

RED-I-POST

the
first NEW
DEVELOPMENT in
ADJUSTABLE
POSTS

Money-making dealers and jobbers everywhere will stock Red-I-Post, the only basement post with sensationally improved support for floors. Its patented Ring-Lock bears upon the full circumference of the two telescoping columns, distributes the load uniformly.



No pins, no wedges, no holes for children's prying fingers. No spreading or mushrooming of tubular columns with Red-I-Post Positive Ring-Lock. It's double adjustable — the removable Ring-Lock for telescoping column adjustments and the Jack Screw for final adjustments and lifting.

With Profitable Red-I-Post, you get ready sales for farm, home, commercial, and industrial use. Sell the complete line — telescoping and builders' posts. Order today.

For name of your nearest distributor, write Sawhill Manufacturing Company, Sharon, Penna.

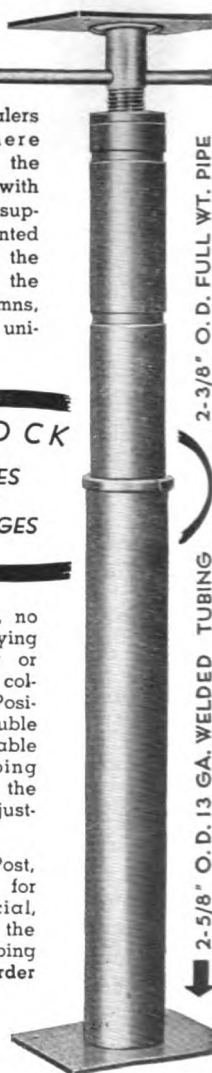
ANOTHER SAWHILL
QUALITY
PRODUCT

IMMEDIATE SHIPMENT

KEEP FLOORS LEVEL AND SAFE

RED-I-POST

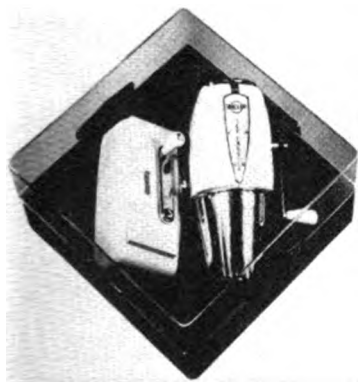
THE SAWHILL MANUFACTURING COMPANY
SHARON, PENNSYLVANIA



TO HELP YOU SELL

Swing-A-Way Packaging

Swing-A-Way gift packaging, pack No. 1 contains cabinet model can opener and the streamlined ice crusher, equipped with re-



freshment shaker. Pack No. 2, smaller combination contains standard knife sharpener and magnetic can opener. Gift package itself is plastic. Corners are adorned with medallions illustrating the current gift day. *Swing-A-Way Mfg. Co., 4100 Beck Ave., St. Louis, Mo.*

Tomlee Power Tools

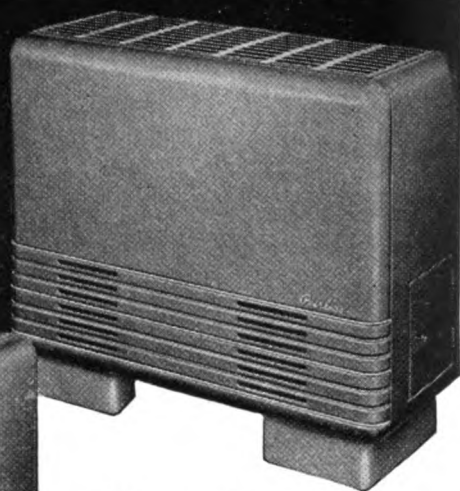
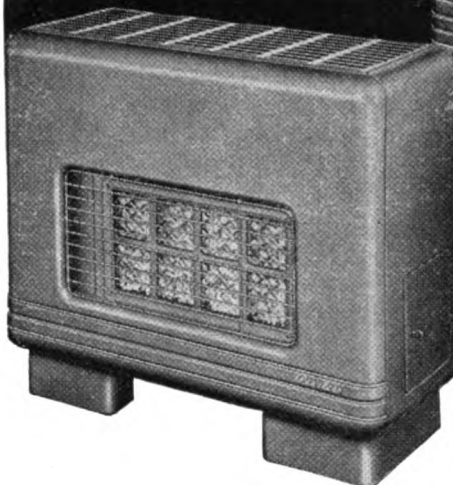
Tomlee power tool catalog with price sheet included. New products added to the line include: No. 75, drill press; No. 33, 10 in. bench saw; No. 36, 8 in. tilting table saw and the No. 37, 8 in. tilting arbor saw. *Tomlee Power Tools, Minneapolis 1, Minn.*

Gift Wrap Reo Royale

Cellophane and ribbon gift wrap for '51 Reo Royale. Being pushed as a family Christmas



Peerless GAS CIRCULATORS



Radiant and plain front fully vented models.

20,000 to 60,000 B.T.U. sizes.

Manual or Automatic Controls.

NEW Silver-Tan finish.

NEW Seam Welded gas tight heating sections.

A. G. A. Approved.

Forced air and gravity, Gas Circulators — Unit Heaters — Panel Heaters — Wall Heaters — Radiant Heaters.

Write NOW for complete NEW literature on the line that sells.

PEERLESS MANUFACTURING CORP., LOUISVILLE 10, KY.



WELCOME THE JOBBER'S SALESMAN

WHO BRINGS YOU UNIVERSAL Sprayers



He's the sole ambassador of this fastest-selling, most profitable line of hand and compressed-air sprayers — for the Universal line is sold EXCLUSIVELY through Jobbers and their salesmen. He can accurately gauge your needs, and knows that what is good for you is good for him. He's your friend. Policy-wise as well as price and profit-wise, UNIVERSAL is by long odds the best line to handle.



UNIVERSAL METAL PRODUCTS CO.
SARANAC MICHIGAN

**TWO
STEPS TO
SMOOTHER
PROFITS!**

1. FAST-SELLING
ROYAL
JOINT FASTENERS
2. SELF-SELLING
ROYAL
DISPLAYS

**42 WAYS TO PROFITS!
ALL-INCLUSIVE SIZES!**



**HERE'S THE SMART
SALES-STIMULATING
COUNTER DISPLAY!**

Red, Blue, and White display holds
10 boxes, packed 50 or 100 per box

**HERE'S THE MASTER
CRAFTSMAN'S CHOICE**



Divergent corrugations, saw style, drive across
or with grain. Available in tempered cold rolled
steel, galvanized and solid brass.

DEPTH: 1/4", 3/8", 1/2", 5/8", 3/4", 7/8", 1"

CORRUGATIONS: 2, 3, 4, 5, 6, 7, etc.

—SPECIAL SIZES TO ORDER

IN BULK: In kegs of 50 or 100 lbs., and car-
tons of 500 or 1000.

Most Popular Wood Joiner—



—For Everyone!

NOW NATIONALLY ADVERTISED!

See your jobber — or write direct!



*REG. U. S. PAT. OFF.

Independent Metal Strap Co., Inc.

ESTABLISHED 1907

232 Third St., Brooklyn 15, N. Y.

TO HELP YOU SELL

gift. Dealers offered the pack-
age at cost plus ad reprints,
counter cards, window posters,
envelope stuffers, newspaper
mats, radio announcements and
gift certificates. Featured in pro-
motion is the Reo De Luxe Trim-
alawn with snow plow attach-
ment. *Reo Motors, Inc., Lawn
Mower Division, Lansing 20,
Mich.*

Stereo-Viewer Kits

Meyercord three-dimensional
Stereo-Viewer kits contain view-
ing apparatus and sets of colored



photographic slides showing use
of Decals on trucks, tank cars
and their use in window signs
and valances. *The Meyercord
Co., Chicago, Ill.*

Sales Aid Book

Four page selling helps vacu-
um cleaner booklet. Illustrated
and described are two folders,
one gives selling story of vacuum
cleaner line, the other the Hand
Vac convertible. Point of sale
helps include: Tell-All-Tags,
Toss-Away bag feature, display
selling center for cleaners, dem-
onstration kit and dust bag.
Electric Appliance Division,
*Westinghouse Electric Corp.,
Mansfield, Ohio.*

Christmas Packaging

Burrite plastic housewares gift
packaged for Christmas. Futuro
salad and beverage sets are
boxed for Christmas and year
'round gift purposes. Available
are Christmas gift tags on other

EMBURY AUTOMATIC STANDING BAIL



- ★ Instant Spring Back
- ★ Easy to Grasp
- ★ Convenient To Hang

For More Air Pilot Facts Write

EMBURY MANUFACTURING CO.
WARSAW • NEW YORK



*The
Homestead*

Scientific design, pre-
cision construction,
and top-quality ma-
terials . . . backed
by BLAIR'S seventy
years' experience...
make this the out-
standing mower in
the medium-priced
field.

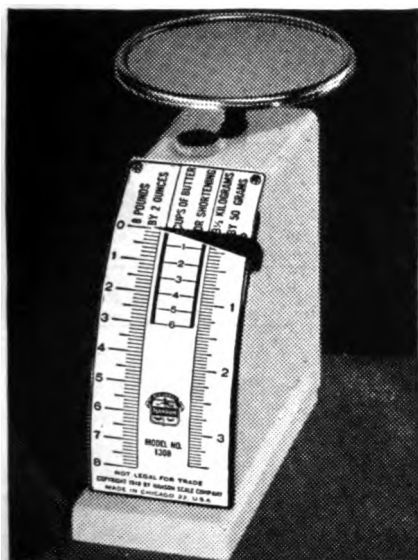


BLAIR
LAWN MOWERS

BLAIR MANUFACTURING CO.

Telephone 2-7449

SPRINGFIELD 7, MASSACHUSETTS



HANSON

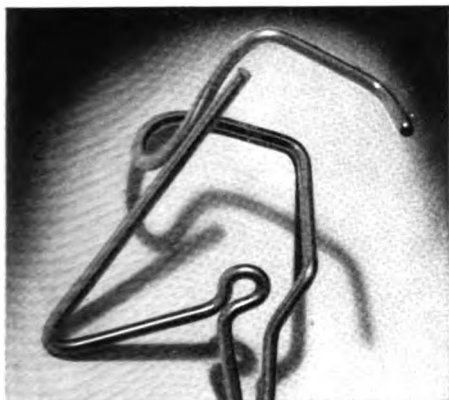
Household Scale Model 1308
NEW — MODERN — BEAUTIFUL
A Scale that Appeals to Women

Every housewife will be delighted with this smart new scale. Body made of styron plastic in red, yellow, and white; colors that fit the modern streamlined kitchen. Platform stainless steel.

Capacity 8 lbs. by 2 ounces. Special dial graduations measures shortening by cups. Kilo graduations for continental cooking recipes.

Order from your jobber

HANSON SCALE CO., CHICAGO 22, ILL.
Makers of household scales since 1888



NEW ANGLE

Replacement of milled, machined parts with Brooks Wire Forms gives many a production manager a new angle on saving both material and labor.

Glad to help you on specifications for wire forms in your product.

M. S. Brooks & Sons, Inc., Chester, Conn.
Since 1848

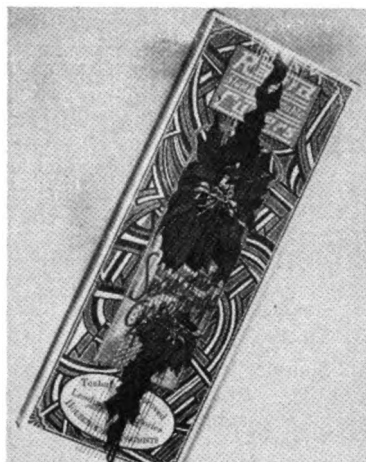
BROOKS for HOOKS

TO HELP YOU SELL

items. Seasonal portions of tags can be removed after season is over. *Burroughs Mfg. Corp.*, 3831 Verdugo Rd., Los Angeles 65, Cal.

Gift Wrap Rapid Cutters

Rapid slaw and vegetable cutter No. 8 and the rapid salad sets, No. 10, are individually boxed, wrapped in Christmas de-



sign cellophane band. Cost to dealer is \$7.60 for 12 No. 8 and \$10 for 12 No. 10. *Bluffton Slaw Cutter Co.*, Bluffton, Ohio.

Royal Electric Catalog

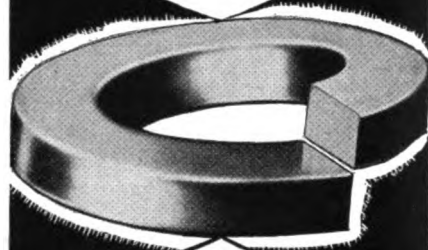
Full color catalog illustrates a variety of illuminated Christmas decorations. Royalties make use of plastics in wall plaques, plastic angle, candle sets and novelties. Catalog illustrates full line of indoor and outdoor tree sets, candles, Jolly Christmas Characters, trees, wreaths and accessories. *Royal Electric Co., Inc.*, Pawtucket, R. I.

Consumer Gifts

Trim and panel flat sash brush made in 1½, 2, and 2½ in. with square shoulders and pure bristles. Each wrapped in an individual Christmas box and upon each is imprinted dealer's name. Ideal for passing out to customers. To dealers, 1 brush free for each doz. purchased on initial order during 1950. *David Linzer & Sons, Inc.*, 10-20 Astor Place, New York City 3.

(Resume reading on page 14)

CONSTANT POWER ZONE



DIAMOND G SPRING LOCK WASHERS

Constantly Build Sales For You!

Add these scientifically designed spring lock washers to your line and you'll add customer satisfaction . . . and worthwhile sales builders. Diamond G Spring Lock Washers with the "Blue Guard" Finish have been torture-tested to provide the maximum Constant Power Zone—the expansion factor that assures positive holding power—thus assuring longer-lasting assemblies.

SMALL PARTS FOR EVERY SALE

Whatever your needs in spring lock washers, there's a Diamond G to answer it—high carbon steel, bronze, aluminum, stainless steel and monel metal spring lock washers finished or plated with cadmium, nickel, brass, copper or other finishes.

Garrett's also manufactures a complete line of flat washers, springs, hose clamps and ball bearing wheels. Each and every one has been performance-proved and quality-tested. Each can help build your sales . . . promote profits for you.

Write today for your free copy of "Small Parts"—the booklet that will give you the inside story on how to buy small parts of all kinds.



DIAMOND G PRODUCTS
 Manufactured by
GEORGE K. GARRETT CO., INC.
 Philadelphia, Pa.





Elect R. H. Russell Treas. Of 102-Year-Old Russell Co.

Robert H. Russell, Jr., has recently been elected treasurer and director of J. Russell & Co., Inc., Holyoke, Mass., hardware wholesalers. Simultaneously the election of Hiram E. Chaffee as vice-president and director was announced.

Mr. Russell, Jr., the son of the late Robert H. Russell, treasurer, is the fifth generation of his family to become an executive of the 102-year-old Russell company. Mr. Chaffee is manager of the wholesale hardware department of the firm and has been associated with Russell for 15 years.

Kenneth N. Denton was elected assistant treasurer

and a director. Mr. Denton has been mortgage officer at the Holyoke Savings Bank.

KEYSTONE STEEL & WIRE ELECTS VICE-PRESIDENT

Paul W. Sommer was elected vice-president of the Keystone Steel & Wire Co., Peoria 7, Ill.

Employment at Keystone started for Mr. Sommer when he was 12 years old—summer vacation work. Each subsequent summer vacation saw him working in the plant, until his graduation from Massachusetts Institute of Technology in 1942 when he entered the Air Force.

Since his return in 1946

from Pacific war service Mr. Sommer has been at Keystone. Last year he was elected assistant treasurer of the firm. Other responsibilities include membership on the board of directors of two Keystone subsidiaries, National Lock Co. of Rockford, Ill., and the Wire Specialties Co., San Jose, Cal.

Mr. Sommer is one of the fourth generation of Sommers in the Keystone management. His great-grandfather and grandfather were co-founders of the firm in 1889. Henry G. Sommer, his father, is chairman of the board of directors.

BANNER CHANGES NAME

The Banner Co. has recently changed its name to the Banner Hardware Distributing Co., wholesalers, 1431-39 15th St., Denver 2, Colo.

EVANS, OLIN PRESIDENT EXECUTIVE ASSISTANT

Robert H. Evans has been appointed executive assistant to the president and execu-



ROBERT H. EVANS

tive committee of Olin Industries, Inc., East Alton, Ill. Mr. Evans resigned his positions as secretary, treasurer, and director of the Riegel Paper Corp., to accept his new duties with Olin Industries, Inc. Mr. Evans has been with Riegel since 1945. He was with the War Production Board, pulp and paper division, from 1942 and later became chief of the pulp allocation office. Prior to 1942 he was with the investment department of the Fiduciary Trust Co. of New York.

HINDERLITER NAMES GENERAL SALES MGR.

P. J. Gallagher has been appointed general sales manager of Hinderliter Tool Co. division, H. K. Porter Co., Inc., Pittsburgh 22, Pa.

Mr. Gallagher will direct sales of the company's complete line of products. He will headquarter at the company's main office and factory in Tulsa, Okla.

He was formerly district sales manager for Porter in Detroit.

New Officers for J. Russell & Company



Stuart A. Russell, president, J. Russell & Co., extreme left, congratulates Hiram Chaffee, newly elected vice-president and director, and assistant treasurer, Kenneth Denton, second from right, congratulates Robert H. Russell, Jr., newly elected treasurer and director of J. Russell & Co., Inc., Holyoke, Mass., hardware wholesalers.

THE TRADE ★ ★ ★ ★ ★ ★ ★

October 19, 1950

ALGIE HEADS SALES FOR FORBES STEEL

The announcement has been made by the Forbes Steel Corp., Canonsburg, Pa.,



ROBERT B. ALGIE

of the appointment of Robert B. Algie as vice-president in charge of sales.

Mr. Algie joins the Forbes Steel organization after many years with Jones & Laughlin Steel Corp., where he served most recently as assistant manager of sales, wire products. His activity with Forbes will also be in the company's wire products line of manufacture — including welded wire fabrics, lawn fence, re-

inforcing mesh and stampings.

R. G. PLUMB ELECTED VICE-PRES. OF SALES FOR EAGLE LOCK

Rollin G. Plumb has recently been elected vice-president in charge of sales for The Eagle Lock Co., Terryville, Conn. Mr. Plumb joined the company in 1920 and has been an officer of the company for several years.



ROLLIN G. PLUMB

E. K. Spaulding will assist him and carries the title of sales manager. He will be engaged principally in field sales work.

Rabinowe Opens Warehouse; E. D. Stites Named Manager

Herman Rabinowe, executive vice president of E. Rabinowe & Co., Yonkers, N. Y., hardware wholesalers, recently announced the opening of a warehouse in Middletown, Conn.

The company has leased nearly 25,000 sq. ft. of warehouse space for a term of years. The entire operation will be on one floor with merchandise moving in through a receiving door in the back, to the stock rooms, and from a loading platform in front of their building, on to their trucks and to the customers.

This will be a separate New England company, incorporated in Connecticut, and manned by local people.

The company will be managed by E. D. Stites, a former



E. D. STITES

resident of Bridgeport, who has had many years experience in merchandising, operating and selling.

R. L. COE HEADS CHASE BRASS & COPPER BOARD

The board of directors of Chase Brass & Copper Co., Inc., 236 Grand St., Waterbury, Conn., at a meeting held September 22, elected Robert L. Coe president, to the position of chairman of the board, and elected Richard C. Diehl, former general manager of the Steubenville, Ohio, plants of Wheeling Steel Corp., president. The announcement of these elections was made by Charles R. Cox, president of Kennecott Copper Corp., of which the Chase firm is a subsidiary.

Mr. Coe began his business career with Chase in 1917 and, after spending several years in the mills, joined the sales force, later becoming vice-president in charge of sales. He became president of Chase this year.

Mr. Diehl has spent his entire career in the steel industry. He spent seven years

with Armco Steel Corp. Mr. Diehl has been associated with Wheeling Steel Corp. for 15 years, most recently, as general manager of the company's Steubenville, Ohio, plants.

FERRY CAP CO. ELECTS LANSING, SEC.-TREAS.

Charles B. Lansing, Jr., treasurer and formerly assistant secretary, was recently elected secretary and treasurer of The Ferry Cap & Set Screw Co. William H. North was elected assistant secretary of the company and in addition will continue to handle wholesale sales.

H. Allen Hall, who had been with the company for 31 years, has resigned due to ill health. Mr. Hall previously held the position of secretary and director of sales to the wholesaling trade for the company.

Record Heavy Attendance at Hardware Show; Heavy Foreign Buyer Registration

The Fifth Annual National Hardware Show, held in Grand Central Palace, New York, October 2-7, was attended by more than 30,000 persons according to Frank Yeager, managing director. This year's show was the largest ever held at the Palace, and attracted 685 exhibitors, representing 30,000 items.

The show attracted buyers from practically every part of the country, and registra-

tion of foreign buyers was especially heavy.

A feature of this year's show was the sporting goods and hunting and fishing sections, which occupied an entire floor and part of another floor.

Buying interest at the show was very heavy, but many manufacturers were extremely limited in the amount of goods available for sale to new customers. However, exhibitors with goods for sale reported very heavy bookings.

Imboden Wins Golf Tournament

Elect J. W. Yates, President

E. D. Imboden, Keystone Steel and Wire Co., took top honors in the 24th annual Hardware Golf Association tournament which was held recently at French Lick, Ind., with 175 golf players and 40 guests in attendance. J. W. Yates, McGregor Hardware Co., was elected to the presidency succeeding Ray V. Isham, Sheffield Steel Corp., Kansas City Mo. Other officers include: W. L. Hoschchild, R. E. Dietz Co., vice-president, Dietz Lusk, acting secretary and treasurer. The new directors are B. Dunham, Russell Burdsall & Ward Bolt & Nut Co., A. L. Fleck, American Screw Co., James L. Galbraith, Indiana Steel & Wire Co., R. O. Joyce, Henkle & Joyce Hardware Co., William M. Wyeth III, Wyeth Co., and W. E. Peterson, Shapleigh Hardware Co. Hiram A. Myers, Thermoid Co., won the R. A. Sundvahl Trophy, Russell W. Harper, Harper & McIntire Co., was runner-up for the Championship Flight and H. C. Smith, Jr., The Carborundum Co., for the R. A. Sundvahl Trophy. Flight winners and runner-ups include: A Leslie A. Price, Union Wire Rope Corp., winner; E. P. Altemeier, National Enameling & Stamping Co., runner-up; B. B. F. Van Hart, Flint & Walling Mfg. Co., W. T. Stewart, The Loudon Ma-

chinery Co.; C. R. O. Joyce, Henkle & Joyce Hardware Co., Robert B. Raymond, True Temper Corp.; D. Ray G. Noble, Union Wire Rope Corp., Clyde G. Wagner, The Cleveland Twist Drill Co., E. Steve G. Burritt, Starline, Inc., Warren Shapleigh, Shapleigh Hardware Co.; F. W. A. Abercrombie, Wyeth Co., Donald D. Chisholm, James Chisholm & Son; G. C. A. White, Richards & Wilcox Mfg. Co., George J. Schaefer, F. D. Kees Mfg. Co.; H. R. B. Plumb, Eagle Lock Co., Fred W. Pavey, Fred W. Pavey Co.; I. L. D. Root, Jr., New York Wire Cloth Co., W. H. Getz, Keystone Steel & Wire Co.; and J. Lloyd Faeth, Stowe Hardware & Supply Co., and Owen R. Slauson, Ray-O-Vac Co.

LINDSTROM PHILCO CORP. WESTERN SALES MGR.

Clarence E. Lindstrom, who has been with Philco for 18 years and most recently was manager of distributor operations, has been named western sales manager with headquarters in San Francisco, it was recently announced by Philco Corp., Philadelphia, Pa.

Mr. Lindstrom will replace Cliff S. Bettinger, who recently retired after 19 years as western sales manager

handling sales of Philco products in 11 western states, Alaska and Hawaii.

Joining the company in 1932, Mr. Lindstrom served as controller of Philco Distributors, Inc., Chicago, for several years and then became sales manager of this branch of the company's wholesale organization.

Mr. Lindstrom was appointed as a district sales representative in the Middle West in 1944, and a year later was named division manager of the company's Texas division. In 1938 he was promoted to sales manager of the east coast, and then in 1949 became manager of distributor operations.

MODGLIN APPOINTS KIDD GENERAL SALES MGR.

Ray L. Kidd, former New York division manager for Modglin Company, Inc., Los



RAY L. KIDD

Angeles, Cal., has been appointed general sales manager of the company.

Mr. Kidd has been in the Modglin sales organization for three years. At one time he was in the submarine and aviation branches of the U. S. Navy. Prior to joining Modglin he had operated a flight training school in New Orleans and earlier had been inspection manager for Douglas Aircraft Co.

DUHAMEL IN FLORIDA

Peter A. Duhamel has joined the staff of General Products, 40 Engle St., Englewood, N. J., as district manager for Florida, handling Carbide & Carbon's "6-12" insect repellent and other fishing tackle and hunting lines for which General Products are factory representatives.

YALE & TOWNE STAMFORD DIVISION PURCHASING HEADED BY DIESEL

Richard H. Diesel has been appointed director of purchasing of the Stamford Di-



RICHARD H. DIESEL

vision of The Yale & Towne Mfg. Co., Stamford, Conn. Mr. Diesel succeeds A. B. Nordin, Jr., who resigned recently.

Mr. Diesel has served in many administrative positions, including assistant general sales manager, production manager, and, just prior to his new appointment, as executive assistant to the general manager, during his 10-year tenure with the company.

TRETHAWAY DIRECTS HARRY FERGUSON EXPORT SALES

Charles L. Trethaway has been appointed export sales manager for Harry Ferguson, Inc., Detroit, Mich.

Mr. Trethaway will direct the organization and sales activities of overseas distributors and dealers. The Ferguson company and its British affiliate, Harry Ferguson, Ltd., together have representatives in over 65 countries throughout the world. The company is sponsoring a broad, educational program designed to educate farmers in foreign lands in improved farming and soil conservation techniques.

He started his career with Hazard Wire & Rope Co., Wilkes-Barre. He has also worked for F. W. Woolworth & Co. in the sales department and from 1944 to 1945 was an inspection mechanic at the Willow Run bomber plant near Detroit. Mr. Trethaway joined the Ferguson company in 1945.



At the recent Hardware Golf Association tournament J. W. Yates, front row, was elected president, and next to him, Dietz Lusk, Henry Disston & Sons, Inc., acting secretary and treasurer. Standing, left to right: W. L. Hoschchild, R. E. Dietz Co., vice-president and Ray V. Isham, retiring president.

Stock this finest-quality SCREENING

It's the famous Multi-Strand line

ALDURA aluminum
OPAL galvanized
LIBERTY bronze

REPLACEMENT OR REFUND OF MONEY
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Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Free!



NEWSPAPER MATS

DISPLAY CARD
Measures
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Put it on your
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FOLDERS



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**HANDY SURFACE
MEASURING TABLE
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Tells at a glance,
retail cost of any
given amount of
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Learn about the full program on
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LOWE INTRODUCES NEW PRODUCTS AT SALES MEETING

The Lowe Bros. Co., Dayton, Ohio, recently completed a series of one-day sales meetings for the salesmen and district managers in each of its six district offices.

At each meeting sales plans and objectives and new advertising pieces and sales aids were introduced for the coming year.

The new products introduced were a surface conditioner; a metal primer; and a clear, fast-drying floor finish.

Similar meetings were conducted at district offices located at Atlanta, Kansas City, Chicago, New York City and Boston.

PAISLEY OPENS NEW CHARLOTTE BRANCH

Paisley Products, Inc., has announced the opening of a sales and technical service office at 825 West Morehead St., Charlotte, N. C.

The office will provide sales and service coverage for North and South Carolina and parts of Virginia, Georgia and Eastern Tennessee.

The present staff assigned to this office includes Milton F. Lenz on adhesives, and Frank Martin on starches and dextrans.

J. G. ROBERTS JOINS MASURY SALES FORCE

Jack G. Roberts was recently appointed to the sales department of John W. Masury & Son, Inc., Baltimore, Md., by Frank P. Connolly, president of the Masury company.

From 1937 to 1950 he was progressively export correspondent, export manager and vice-president in charge of general sales and advertising for H. Vettewinkel & Sons, Amsterdam, Holland. Prior to his association with Vettewinkel he was sales correspondent and assistant advertising director of Eastman Kodak, Lausanne, Switzerland.

SMITH MAKES PRODUCT SERVICE DIV. CHANGES

Changes in the management of the product service division of A. O. Smith Corp. of Milwaukee were recently announced by executive vice-president, J. M. Floyd.

J. J. Bohmrich, former manager of the division, has been named group executive over the product service, railroad products and welding electrode and equipment divisions.

Replacing Mr. Bohmrich as manager of product service is J. W. Spoor, former assistant manager. In his new position as division manager he will also direct operations of the Chicago product service

branch. Prior to his association with A. O. Smith, Mr. Spoor was assistant to the vice president in charge of sales of Brunswick-Balke-Collender Co., located at Chicago.

Renovate Model Philadelphia Merchandise Mart Store



Supplee-Biddle-Steltz Co., Philadelphia, Pa., hardware wholesalers, and W. C. Heller Co., Montpelier, Ohio, have announced the complete renovation of Anytown Hardware, a model store in the Philadelphia Merchandise Mart Bldg., 5th & Bristol Sts. Dealers may stop in at the showroom anytime and go through this store to obtain ideas on merchandise lines, fixtures, decorations, shelving, lighting, etc. Supplee-Biddle-Steltz Co., in cooperation with W. C. Heller also offer a store planning service to the dealer. The store front is a full vision modern glass type done by Pittsburgh Plate Glass Co. The merchandise in the store is displayed by department and the stock represents a suggested inventory for a small dealer about to go into business. The set-up totals a \$10,000 investment, \$5,000 for the fixtures and \$5,000 for inventory.

Below: The three-day Supplee-Biddle-Steltz fair was held in this new warehouse building at 3rd and Hunting Park Ave., Philadelphia. There were approximately 700 merchandise exhibits of hardware, sporting goods, automotive accessories and toys with factory representatives on hand to demonstrate their lines. Wm. Geo. Steltz, president of the company, started these fairs in 1934. For this fair the theme was General MacArthur's Korean war statement: "We Go."



At left: Walter H. Gebhart, vice-president, Henry Disston & Sons, gave a silver coffee service to Wm. Geo. Steltz, on behalf of the fair exhibitors.



"What brand of fence do you see most frequently on farms near you?"... "Why, **Red Brand fence**, of course."... Experience of farm customers has built up a strong preference for long-lasting Galvannealed Red Brand fence and easy-to-set Red Top steel posts... constantly increasing demand and fast turnover always means more profit for Red Brand fence dealers... Alert Red Brand dealers are boosting their entire business by taking part in the Red Brand "Practical Land

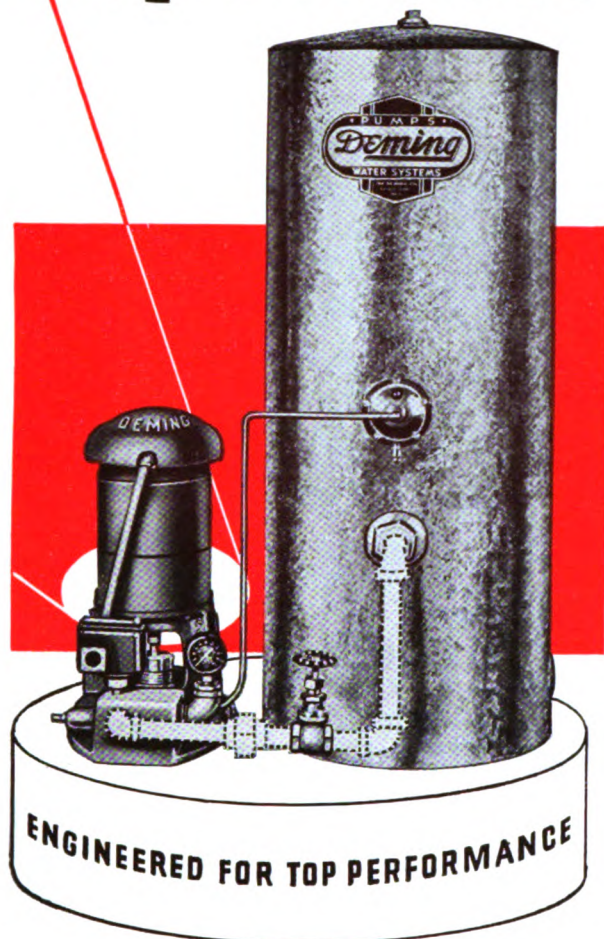


Use" program. Ask your Keystone representative about it or write:

KEYSTONE STEEL & WIRE COMPANY
PEORIA 7, ILLINOIS

Makers of Red Brand fence, Red Top Steel posts, Non-Climbable fence, nails, corn cribbing, gates, Keystone poultry netting.

"Tops in Jets"



The Deming Jet Pump and Complete Water System

You deal with FACTS (not fancies) when you sell FEATURES of Deming Jet Pumps and Water Systems.

It's a FACT that the impeller and pump shaft are engineered to maintain ACCURATE ALIGNMENT of the motor shaft.

It's a FACT that the automatic regulator is engineered to assure the most efficient pressure on the jet regardless of the pressure in the storage tank.

Those and other features of Deming Jet Pumps are engineered to assure top performance and top value for your customers.

Get ALL the FACTS about Deming Jet Pumps and Water Systems. Write NOW for full details.

THE DEMING CO., 517 BROADWAY, SALEM, OHIO

DEMING
THE COMPLETE LINE
PUMPS AND WATER SYSTEMS

Elect J. J. Harding Federal Enameling President; C. E. Christman Heads Board

C. E. Christman announced recently the election of John J. Harding as president of

the company are now as follows: C. E. Christman, chairman of the board; John J. Harding, president; P. M. Burgess, vice-president in charge of sales; W. T. Christman, vice-president in charge of operations; C. W. McIndoe, treasurer; Grover L. Smith, secretary; and Roy E. Shupp, controller.

Mr. Burgess began his business career with Federal as a sales representative in 1917 and has served as general sales manager since 1945.

W. T. Christman has been with the firm since its founding in 1913, when he began as a machinist. He has been general superintendent since 1922. Mr. McIndoe has been assistant treasurer and controller since 1945. Mr. Smith has been with the firm since 1914, having served formerly as office manager and assistant secretary. Mr. Shupp has been assistant controller since 1946.



JOHN J. HARDING

Federal Enameling & Stamping Co., Pittsburgh. Mr. Harding succeeds Mr. Christman, who was elevated to the post of chairman of the board of directors.

Mr. Christman, who founded the company in 1913, is a pioneer in the industry, having been active in the field since 1892.

Mr. Harding has served as vice-president of the company since 1948. Prior to that, he was for 20 years president and general manager of Massillon Aluminum Co., Massillon, Ohio, which was sold in 1945 to Ekco Products Co., Chicago. Following the sale, he remained president of the Massillon subsidiary and was a member of the executive committee of Ekco until he joined Federal in 1948.

Newly-elected officers of

OLIN INDUSTRIES BUYS HARWID COMPANY

Olin Industries, Inc., East Alton, Ill., has purchased a substantial interest in the Harwid Co., Cambridge, Mass., manufacturer of polyethylene film, it was jointly announced recently by John M. Olin, president of Olin Industries, Inc., and Harry H. Gilbert, chairman of the board of Harwid, and R. Widmer Hubbs, Harwid president. There will be no change in the present Harwid management or sales distribution, it was added.

G.E. APPLIANCES SELECTS TWO MEN

G. L. Richardson and Philip Klein have been appointed Pacific district service supervisor and service representative respectively for the General Electric Co.'s appliance and merchandise department.

Mr. Richardson joined the company at Bridgeport, Conn., in 1946. He was transferred to San Francisco earlier this year as district service representative.

Mr. Klein was formerly appliance service representative at Chicago.



C. E. CHRISTMAN

Cummins Portable Tools Buys Fred W. Wappat Tool Line

Paul Jones, president of American Security (A.S.C. Corp.), Marion, Ind., and president of Cummins Portable Tools Division, Chicago, has announced the purchase of the assets of Fred W. Wappat, Inc., of Mayville, N. Y., for 25 years manufacturers of portable electric hand-saws for the industrial and heavy construction fields.

The newly acquired property will be operated by Cummins as the Fred W. Wappat Division. The entire Wappat personnel and identity of the Wappat line will be retained.

ELMIRA WHOLESALE PROVIDES HOME

To enable Barker, Rose & Kimball, Inc., hardware wholesalers, Elmira, N. Y., to expand its warehouses it was necessary to destroy some houses. All but one of the displaced families relocated themselves. Robert S. Rose, Edward S. Rose and Henry W. Van Duzer, all executives of the firm and all Past Presidents of the Elmira Rotary Club, purchased a large house. The interior decorating problem was turned over to the office girls. Men from the plant helped and the executives themselves were soon employing paint brushes, hammer and saw so the nine children and their parents could have a home.

EATON RELIANCE DIV. PROMOTES SELLEN

The Reliance Division of the Eaton Mfg. Co., Massillon, Ohio, has announced the appointment of C. A. Sellen as assistant to the general manager.

C. A. Sellen joined the Reliance Division in 1939 as chief metallurgist. Previous



C. E. SELLEN

to that he had been located in the Metallurgical Laboratory for the Canton-Massillon district of Republic Steel.

ELECT VICE-PRESIDENT OF G.E. SUPPLY CO.

Charles T. Shropshire has been appointed vice-president of the General Electric Supply Corp., Bridgeport, Conn., by the board of directors.

At the same time, Ralph J. Brown, vice-president, was named manager of marketing for the company.

Mr. Shropshire has been manager of the corporation's Philadelphia district since 1944. He joined the company in 1937 as appliance sales manager at Washington, D.C.

Mr. Brown, who was appointed vice-president of the General Electric Supply Corporation in 1940, started with Pettengill-Andrews Co., Boston distributor for the General Electric Company in 1915, which the Supply Corp. later acquired.

LINZER & SONS OPEN LOS ANGELES WAREHOUSE

Ira A. Harap, sales manager, David Linzer & Sons, Inc., has established a warehouse at Hull Branch Service, 843 Traction Avenue, Los Angeles, Cal., to service dealers in southern California and Sem Products Co. at Belmont, Cal., to service northern California and Oregon dealers.

He appointed Allen Raymond as a direct factory representative in San Diego and Imperial Counties. He is well known to all dealers on the West Coast, having been associated with Morck Brush Division for many years.

Mr. Harap also appointed Roger Jayne of Pacific Palisades, as an associate to Mr. Winston in the Los Angeles area.

Fast, easy BOLT THREADING

Announcing Handy New RIGID Bolt Dies



"Good idea—this carrier for bolt die sets—makes 'em hard to lose."



No. OOR-B—
1/4" to 1"
National
Coarse and
Fine Thread.

● You're ready to thread bolts fast with these new **RIGID** Bolt Dies. Dies easily reversed for threading close to bolt head. No adjustment needed for standard threads—adjust easily for undersize and oversize threads. Special steel dies, precision cut for long service. If you have a **RIGID** OOR, buy bolt die heads alone, they fit OOR drive ring . . . an extra economy. Buy this new **RIGID** at your Supply House.



New **RIGID** 3-Way Bolt Die No. 33-B—Handy tool for 1/8", 1/2", 3/4".



THE RIDGE TOOL CO. • ELYRIA, OHIO

E. A. Neal Domestic Sales Manager of Nicholson File



EDMOND A. NEAL

Nicholson File Co., Providence, R. I., has announced

the appointment of Edmond A. Neal as domestic sales manager, to assume the duties of Harry L. Whitney, who resigned as director of sales on Sept. 27, 1950.

Following graduation from college, Mr. Neal went to work for the Devoe & Reynolds Paint Co., Inc., as a member of the market analysis department.

Joining Nicholson File in 1939, he completed the company's intensive training course for representatives in the Providence factory and was assigned to the Philadelphia and New York areas. In 1945 he was brought to the home office and was subsequently made assistant director of sales.

vania, Maryland, Delaware and District of Columbia; Ted Hanson, 3227 Brainerd Rd., Chattanooga, Tenn., covering West Virginia, Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Alabama and Mississippi; John Katica, 718 W. Halladay Ave., Seattle 99, Wash., covering Washington, Oregon, Idaho, Montana and Wyoming; J. M. Keely Sales Co., 2380 N. W. 23rd St., Miami, Fla., covering all of Florida; and Cecil W. Nelson, 5220 Harper Ave., Chicago, Ill., covering Minnesota, Wisconsin, Iowa, Illinois and Missouri.

In addition to handling the Harnell line, the above representatives will also handle the Varmac Manufacturing Co. line of tip tops and guides, matched sets, reel seats and other rod components.

HOUSEWARES SHOW REFUNDS 30 PCT. OF EXHIBIT FEES

A refund of 30 pct on exhibit fees paid by exhibitors for the July 1950 National Housewares Exhibit has been voted by directors of the National Housewares Manufacturers Association, 1140 Merchandise Mart, Chicago 54, Ill.

With this latest refund, the NHMA has turned back more than one quarter of a million dollars over the past three and one-half years, to exhibitors in its semi-annual national exhibits.

This has made NHMA exhibit fees, on a square foot basis, the lowest ever charged for any housewares exhibit. A. W. Buddenberg, executive secretary, NHMA, said.

The Association's 14th national exhibit will be held January 18-25, 1951, at Navy Pier, Chicago.

WARNS BOOSTERS OF COMMUNIST THREATS

Lt. Commander Vincent W. Hartnett, lecturer, author and radio producer, warned members and guests of the Hardware Boosters, at the Sept. 29 meeting, of the infiltration of Communism in this country. Citing case histories within the entertainment world he urged those present to be ever on the watch for evidences of such affiliation. He pointed out that for every individual Communist there are usually seven or eight followers, whose activity is not generally known until an hour of crisis arrives. Thus a seemingly small number suddenly becomes a sizable group.

More than 40 members and guests attended the meeting which was held at Miller's Restaurant, 144 Fulton St., New York City, with Robert Watson, Stanley Works, president, conducting the session.

GEORGE HINE PRODUCTS APPOINTS AGENTS

George Hine Products Co., Santa Monica, Cal., has announced the appointment of the following representatives: Barrett & Wellman, 1112 So. Hope St., Los Angeles, Cal., covering California, Nevada, Utah, Colorado, Arizona, New Mexico and that part of Texas west of the Mountain Stand-

ard Time Line; Ray Beltinger, Frost Bank Bldg., San Antonio 5, Tex., covering Oklahoma, Arkansas, Louisiana, and Texas east of the Mountain Standard Time Line; and Jack Boyce, Route 1, Box 167, Bellevue, Wash., covering all of Canada. Also Edward F. Congdon, 401 High St., Milford, Conn., covering Maine, Vermont, New York, New Hampshire, Massachusetts, Connecticut, Rhode Island, New Jersey, Pennsyl-

NATIONAL GUARD MOVES TO SPACIOUS NEW HOME

National Guard Products, Inc., located for the last several years at 757 Madison Ave., Memphis, Tenn., has moved into its new home at 540-42 Jackson Ave.

The modern 11,500 sq. ft. building will provide expanded facilities for the manufacture of metal weatherstripping, decorative metal moldings, window guards, ornamental screen door grilles and other metal products.

EMERSON NAMES GOVT. CONTRACTS MANAGER

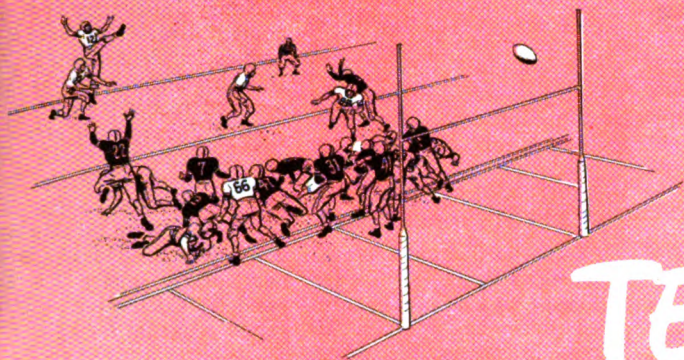
The appointment of Gerald Light as manager of the government contracts division of the Emerson Radio & Phonograph Corp., was announced.

Prior to this appointment, Mr. Light served as assistant to the vice-president in charge of sales, assistant director of sales and advertising, service manager and head of technical publications.

Rawlplug Employee's Quarter Century Club Party



Alfred W. Gelpcke, vice-president, The Rawlplug Co., Inc., 271 Church St., New York City, 13, and Elaine Martinez were added to the Employee's Quarter Century Club at a dinner held recently at the Gramercy Park Hotel. A gold and diamond pin and tie clasp in the form of a Rawlplug were presented to each by Winthrop R. Howard, president. A cocktail party preceded the dinner. John Tracy, who retired two years ago, was present for the event.



Lucas TEAMWORK *Gets Results*

EVEN when you're a star in your own position, it pays to have the backing of a strong team.

Lucas dealers profit by having a strong line to back them up. A paint line with a reputation for top performance that's more than a century old.

Plus a team of Lucas sales representatives, regional offices and home office executives to whom each Lucas dealer's problems are important. Plus cooperation in the form of more and better merchandising helps.

If your goal is higher profits, let us show you how Lucas teamwork can help you score. Write today.



JOHN LUCAS & CO., INC., ADMINISTRATION OFFICES: PHILA., PA. • Offices, Factories, Warehouses in Principal Cities

Cory Acquires Nicro Steel, Flavor-Seal Companies

J. W. Alsdorf, president, Cory Corp., Chicago, has announced the purchase of Nicro Steel Products, Inc., and its sister company, Flavor-Seal Cookware, Inc., the latter which has sold only on a house-to-house basis, will become a Cory subsidiary, and Nicro a Cory division.

The distribution outlets of the companies will remain the same, except Flavor-Seal cookware equipment will be made available to wholesalers and retailers. Harry Wohl, formerly president of Nicro, will continue with Cory in an advisory consultant capacity. Maurice Schraeger, formerly general manager of Flavor-Seal, will become president of the new subsidiary, with Mr. Alsdorf as chairman of the board.

In addition to making stainless steel coffee-making equipment, Nicro fabricates other stainless steel utensils. Paul Garfield, formerly gen-

eral sales manager of Nicro, will continue his connections with Mr. Wohl in the Walk-alon Corp., manufacturers of a Walking-Doll.

AMERICAN KITCHENS ORGANIZATION CHANGES

Organization changes were announced recently by F. F. Duggan, general sales manager, American Central Division — Avco, Connersville, Ind.

C. Fred Hastings, assistant general sales manager, will assume charge of American Kitchens production and design, in addition to managing contract sales and his supervisory work on over-all operations.

Howard Jones, formerly specialty products sales manager, has been named products manager for all American Kitchens products and will work with Mr. Hastings.

Homer Ingram has been appointed manager of the

order service department of American Central Division, until recently two departments.

Edmund Bell will continue to head the order section for American Kitchens, and Francis Baker will supervise handling of contract orders, including refrigeration.

UNITED WALLPAPER INC. RE-ELECTS DIRECTORS

At the 23rd annual stockholders' meeting of United Wallpaper, Inc., Chicago, presided over by William H. Yates, president, all seven incumbent directors were re-elected.

Directors are: William Burton, Bertin C. Gamble, Robert C. Griffin, Frank A. Hiter, Walter C. Shorter, Fred G. Snedden, and William H. Yates.

The meeting was held at the company's Aurora plant at Montgomery, Ill.

WEAR-EVER MOVES NEW YORK OFFICES

The New York office of The Aluminum Cooking Utensil Co., New Kensington, Pa., is located at 16-18 East 40th St.

COOLERATOR NAMES HOME ECONOMICS DIRECTOR

Nancy Jaeger has been appointed director of home economics for the Coolerator Co., Duluth, Minn., it was announced recently.

Miss Jaeger will organize and manage the newly created Coolerator Home Economics Division which has been blueprinted for extensive activity at the dealer level, particularly under the expanded Coolerator electric range program for 1951.

J. W. MASURY NAMES GEORGIA SALESMAN

James E. Anthony, former salesman with Sheffield Hardware Co., Americus, Ga., has been appointed a Georgia sales representative for Masury.

Mr. Anthony was associated with the aviation industry prior to World War II and during the war was assistant flight director for Graham Aviation Co.

After the war he was Georgia Representative for Clarke Sanding Machine Co., Muskegon, Mich.



"EAGLE" brand made in 14 and 22 qt. sizes — with both Wooden and Hot Dipped Galvanized Pails

Sold by leading Jobbers and Dealers in every section of the United States and Canada.

REMEMBER . . . When you need Mop Wringers . . . specify "EAGLE" or "VICTOR" brands on your orders (don't accept substitutes) . . . then you'll be sure of getting **QUALITY MATERIAL AND WORKMANSHIP . . . PROMPT SERVICE and REASONABLE PRICES.**

THE EAGLE WOODENWARE MFG. CO.

Mop Wringer Manufacturers since 1889

HAMILTON, OHIO, U.S.A.



This Entire Plant Is Devoted Exclusively to the Manufacture of "EAGLE" and "VICTOR" Brand Mop Wringers

In the "EAGLE" and "VICTOR" line you will find a size and type mop bucket for every floor cleaning need, including **WOODEN and GALVANIZED** pail mop buckets, with both two and three roller (triple action) types of wringing mechanism. **PORTABLE** type units mounted on casters, etc.

Used nationwide in Homes, Stores, Office Buildings, Industrial Plants, Institutions . . . in fact, all places where floors require cleaning.



"VICTOR" brand made in 12 and 18 qt. sizes with Hot Dipped Galvanized Pails

COOLERATOR DISTRICT MANAGERS PREVIEW ELEC. RANGE LINE

Coolerator national district managers met at the Coolerator Co. home office in Duluth for a special six-day sales and training parley to preview the new Coolerator electric range line and to formulate a general sales program for the coming year, W. C. Conley, general sales manager, Coolerator Co., Duluth, Minn., announced.

Coolerator sales executives who took part in the parley are: W. R. Schafer, vice-president and general manager; W. C. Conley, Jr., general sales manager, H. C. Beresford, advertising and sales promotion manager, F. R. Fisher, national range specialist, J. J. Laundergan, national freezer specialist, and R. H. Schneberger, national training manager.

The demonstration meeting format for dealer bake and freeze school procedures used at this session will be established as the pattern for cooking schools staged by dealers in the Coolerator national demonstration program

slated to begin early in November.

Frank Fisher, head of the Coolerator range division, previewed new models in the 1951 Coolerator electric range line.

A know your product training short course was presented by R. H. Schneberger, national training manager on all products and with particular emphasis upon the new ranges.

TACKETT SHAKESPEARE SALES REPRESENTATIVE

The Shakespeare Co., has announced the appointment of Richard D. Tackett, formerly of its sales department in Kalamazoo, to represent Shakespeare in parts of southern Michigan, northern Ohio and northern Illinois. He will make his headquarters at 1221 Vassar Drive, Kalamazoo.

He joined Shakespeare after graduating in 1947.

For two and a half years Mr. Tackett worked in the sales department. Prior to his full time appointment to the sales staff, Mr. Tackett called on Shakespeare accounts in Ohio.

Westinghouse to Continue High Business Standards

Recognizing that "mutual confidence among individuals and among businesses will strengthen the welfare of our country," John F. Myers, president of the Westinghouse Electric Supply Co., recently promised that his firm will continue to practice during the present critical situation "the same high business standards it has observed for 28 years."

In a message to the company's thousands of appliance, radio-television and electrical supply dealers throughout the country, Mr. Myers pledged that WESCO would not engage in speculative buying, hoard products, or be a party to profiteering operations; instead, he insisted, the company will exert every effort to hold the line on prices, stand behind its products, and to supply continued good service and deliveries to regular customers, large or small.

The supply firm, with 109

branches operating in 46 states, is the national wholesale marketing outlet for the Westinghouse Electric Corp., and many other manufacturers of home appliances, electric apparatus and supplies.

In his statement, Mr. Myers said: "Today, again, Americans are living in a world disturbed, and amid conditions which menace the life of this nation. No one can clearly foresee the end of the avenue down which events are marching us. But mutual confidence among individuals and among businesses will strengthen the welfare of our country."

CLAY SELECTS WODTKE FOR MIDWEST STATES

Wodtke Sales Co., Cedar Falls, Iowa, was recently appointed factory representative for the clothes drying equipment line of the Clay Equipment Corp., Cedar Falls, Iowa, in the 17 mid-western states.

The finest fiber-glass
fishing rods in the world
are made of

GENUINE
CONOLON
live fiber
TRADE MARK

Personally designed
by
Earl Osten



HOLLOW CENTER
PERFECT TAPER
NATURAL FINISH

WON'T ROT, RUST,
WARP, SHRINK OR
TAKE A "SET"

**ONLY ONE
CAN BE THE BEST!**

First in research, first in design, first in manufacturing methods and know-how, Narmco, Inc., the originator and developer of Conolon Live Fiber, offers you a world-beating combination in bringing you the finest fishing rods to be found anywhere.

Conolon, first used by Narmco for fishing rods, is made of millions of glass fibers that are spun into thread, woven into cloth, then "welded" into a perfectly tapered, hollow-center tube. Every detail of a Conolon Fiberglass Rod has been carefully designed and field tested. Conolon rods feature the finest custom fittings, including nickel-silver hand seated ferrules. For the finest in fishing rods, for the best in fiberglass . . . feature Conolon Live Fiber.

Conolon is available to manufacturers for use in fishing rods of all types. It is also available to sports dealers in the form of rod blanks, rod making kits and in a limited series of Narmco-Conolon rods.

- ★ CONOLON Live Fiber BLANKS
- ★ NARMCO-CONOLON RODS
- ★ CONOLON Rod Making KITS

Remains flexible at 70° below. Keeps "snap" at 250° above.

"LIVE ACTION" LASTS FOREVER



Contact NARMCO Representatives
EAST COAST AND FLORIDA—
H. C. Miller Co., 254 Broadway, New York
MIDDLE WEST—Woolstar, Johnson &
Doolley, Chemical Bldg., 51 Louis, Missouri
TEXAS AND SURROUNDING STATES—
Sherman Load Sales Agency, 5527 Main,
mex. Dallas & Texas
WEST COAST—McCune Marfield, 51
Front St., San Francisco, California; or
909 Western Ave., Seattle & Washington,
or 1331 So. Los Angeles St., Los Angeles,
California

THE MIRACLE MATERIAL
Made by NARMCO, INC.
600 Victoria St.
COSTA MESA, CALIF.

Queen Stove Buys American Gas Machine Co.

F. A. Trow, President of Both Firms

Queen Stove Works, Inc., Albert Lea, Minn., has recently purchased controlling interest in the American Gas Machine Co., Albert Lea, Minn. American Gas Machine will continue to be operated as a separate company, and its present line of products will be distributed through the American Gas Machine Co.'s distributor organization.

The former officers of American Gas Machine Co. have resigned and the following board has been elected: F. A. Trow, president, also president of Queen Stove Works; R. C. Trow, vice-president, also general man-

ager of the Almco Division of Queen Stove Works; C. E. Holmquist, secretary-treasurer, also holds the same position with Queen Stove Works; R. A. Trow, director, also vice-president of Queen Stove Works; R. D. Putman, and B. O. Knudson, both directors.

John W. Baillie, former president of American Gas Machine Co., was elected chairman of the board of American Gas Machine Co., and will serve in that capacity for a time. A. L. Johnson, Jr., formerly regional sales manager for Queen Stove Works, has been appointed director of sales for both companies.



The Housewares Club of New England has launched its 1950-1951 program at the Hotel Bradford, Boston. Presiding at the microphone is John J. McQuade, housewares buyer of Bon Marche, Lowell, Mass., president of the club. Others in the picture, left to right, are: Jack R. Hildreth of the Cory Corp., chairman for the 18th annual New England Housewares Show, Feb. 26, 27, 28 and March 1 in Mechanics Bldg., Boston; William Boudrot of Boudrot & Garside, Boston, first vice president of the club; Charley Miller, Maine woods guide for celebrities of America, who provided the evening's entertainment; William H. Payton, manufacturers' representative, of the New England Housewares Club's meetings committee.

ACME PAINT APPOINTS HARTNETT TRADE SALES DIV. SALES MANAGER

J. Ira Hartnett, district manager of Acme Quality Paints, Inc., since 1927 and manager of the central district since 1944, has been appointed sales manager of the trade sales division, it was announced recently. Mr. Hartnett also will continue his present duties as manager of the central district, with headquarters in Detroit.

Mr. Hartnett started his Acme career in 1916 as city salesman in Chicago. For 28 years his major contacts in the western district were with distributors. Mr. Hartnett also has had direct experi-



J. IRA HARTNETT

ence with dealer accounts for six years.

AMERICAN FAIR TRADE COUNCIL TO HOLD 11TH MEETING

The 11th annual meeting of the American Fair Trade Council is scheduled for Wednesday and Thursday, Nov. 15 and 16, at the Waldorf-Astoria Hotel in New York City, it was announced recently by John W. Anderson, Council president.

Wednesday will be devoted to meetings of the board of directors and committees, and to the members' annual business meeting, at which

directors for 1951 will be elected.

On the morning of Thursday will be inaugurated, as an addition to the traditional AFTC program, a closed "All-Industry" meeting to which will be invited not only members but other manufacturers exposed to possible Antitrust Law attacks in Missouri and Texas. This closed meeting will present a panel of prominent legal and merchandising specialists qualified particularly to assist manufacturers seeking solutions of problems presented by Antitrust Law prosecutions in states having no Fair Trade Acts.

The traditional open forum luncheon meeting of the Council will follow, on Thursday, the closed all-industry meeting and will present a number of special panels, each qualified not only for discussion of general operations of Fair Trade but also of Fair Trade operations within their own respective industries. This type of diversified panel supersedes the general panel presented at previous annual open forum meetings of the council.

The states of Missouri, Texas and Florida will be represented on the panel by legal authorities specializing in Antitrust and Fair Trade operations.

Horton Mfg. Now Horton Bristol Mfg. Co.



The 1951 line of fishing rods, reels, lines and golf clubs was presented to the fishing tackle and golf sales representatives of The Horton Mfg. Co., Bristol, Conn. Featured in the line this year will be a glass rod with an insured guarantee and golf clubs bearing Art Wall Jr.'s name. The company has announced that it will now be known as The Horton Bristol Mfg. Co. Personnel and sales and operating policies are in no way affected by the name change.



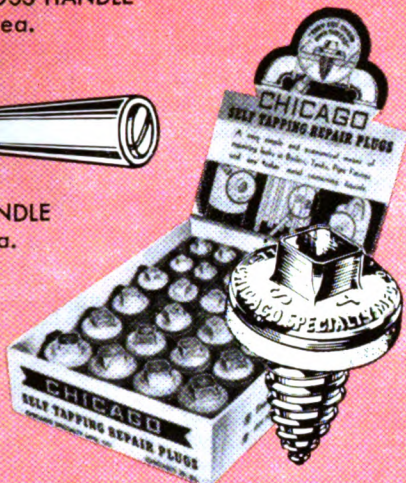
No. 15A CROSS HANDLE
.50 ea.



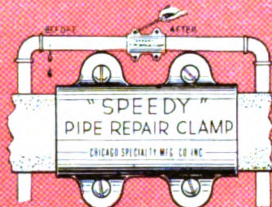
No. 14 HANDLE
.35 ea.



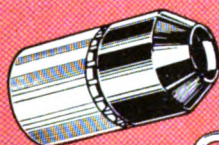
No. 7514 FIT-ALL
NON-JIGGLE
TANK BALL
.75 ea.



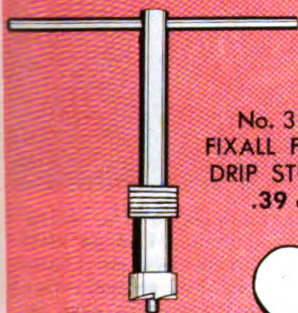
No. 5000 S.T. REPAIR PLUG
ASSORTMENT
Retails Out for \$3.20



No. 8200 "SPEEDY" PIPE
REPAIR CLAMP
.25 ea.

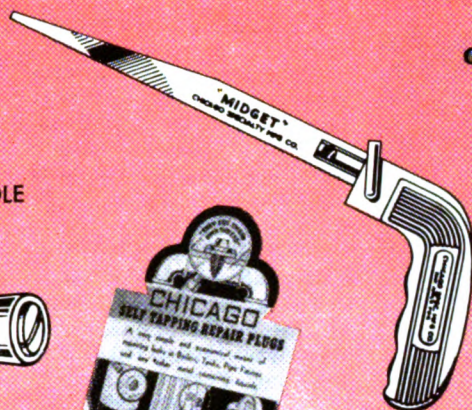


No. 7600
VELVA-FLO
AERATOR
.89 ea.

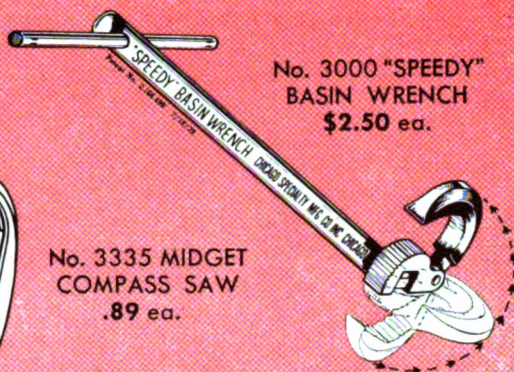


No. 3121
FIXALL FAUCET
DRIP STOPPER
.39 ea.

No. 7981 SILL
COCK KEY
10 ea.



No. 3335 MIDGET
COMPASS SAW
.89 ea.



No. 3000 "SPEEDY"
BASIN WRENCH
\$2.50 ea.

BIG RETURNS

FROM THESE *Popular* SPECIALTIES

Nationally advertised, these low priced, fast-moving specialties are in popular demand everywhere.

Ask your jobber about these products.

chicago 
Specialty Mfg Co.

2954 West Lawrence Ave. • Chicago 25, Illinois

SOLD THROUGH YOUR WHOLESALE DISTRIBUTOR ONLY

We'll be at Booth No. 229
NATIONAL
HARDWARE SHOW
New York City
October 2 thru 6

No. 3502
CLOSET TUBE
AUGER
\$1.25 ea.



No. 7601 VELVA-FLO
AERATOR SPRAY
\$1.59 ea.

No. 6200 'SPEEDY' GRAPHITE
TWIST PACKING
Retails Out for \$2.40



Honor G. N. Abt of Barcalo Mfg. Co.



Gerald N. Abt, sales manager of the tool division of Barcalo Mfg. Co., Buffalo, N. Y., was recently feted by his associates on the occasion of 25 years with the company, at a brunch held at the Hotel Lexington, New York City. Edward J. Rabe, Natick, Mass., presented Mr. Abt with a leather traveling bag. Left to right: R. A. Whitney, president of National Sales Executives; Mr. Abt, and Nelson M. Graves, president of Barcalo.

FEDERAL ENAMELING NAMES WEST COAST SALES AGENT

E. F. Stahl, formerly executive vice-president in charge of sales for Moore Enameling, has been appointed West Coast representative by Federal Enameling & Stamping Co., of Pittsburgh, on its lines of enamel ware, aluminum ware, and stainless steel ware. He will succeed Ernie Cross, who is looking forward to retiring and fishing after some 51 years on the road, more than half of that with Federal.

WASHBURN ASSIGNS NEW YORK AGENT

Ralph Streicher has been named to the New York sales office of the Washburn Co., 28 Union St., Worcester, Mass.

After a period of service in the Merchant Marine, Mr. Streicher was with J. Ewing & McDonald, Inc., exporters in New York for three years.

GIBSON ISSUES SALES KITS AT CONFERENCE

The Gibson Refrigerator Co., Greenville, Mich., was the scene of varied activities today as divisional sales managers completed a three-day sales conference. Individual territorial problems were discussed at sales conferences held by the divisional managers, and complete sales kits covering every phase of Gibson's 1951 sales program were given and explained to

presenting the Gibson program.

Highlighting the day's activities at Gibson sales headquarters was the awarding of three new Chevrolet cars to the three national winners of Gibson's nationwide Spotlight Special Sales Contest.

WOODHOUSE CHAIN NAMES GRAHAM CO.

The appointment of John H. Graham & Co., Inc., hardware wholesalers, 105 Duane St., New York City, as export representatives for Woodhouse Chain Works, Trenton, N. J., has recently been announced.

ELECT W. B. SOMMER NATIONAL LOCK V.P.

National Lock Co., Rockford, Ill., has appointed W. B. Sommer vice-president of the company. Mr. Sommer, who has been associated with the company for 10 years, will continue as sales manager of the screw and bolt sales division.



W. C. EBERHARD

EBERHARD SERVICE MGR. FOR ENTERPRISE

Enterprise Mfg. Co., Akron, Ohio, has announced the promotion of W. C. Eberhard to service manager. An enthusiastic angler, Mr. Eberhard has spent 27 years with the company in various executive capacities, assuming his new position after serving as traffic manager.

San Francisco Pot & Kettle Installation Party



The 1950-51 term of the San Francisco Pot & Kettle Club was inaugurated at a recent installation stag party at Rickey's Town House, San Francisco, Cal., when George Hall took over the office of president, succeeding Ernest F. Happoldt, who has become chairman. Other officers are: Walter Stone, first vice-president, C. R. Adams, second vice-president; W. G. Macdonald, treasurer; Jim Anderson, corresponding secretary and A. Schwartz, recording secretary. The board includes: Mr. Happoldt, the new officers and the following newly elected members: Aubrey Wertheimer, James T. Erickson, Milton Albin and Leo D. Holtzberg. The wives of the group organized as an auxiliary group known as Pan Handlers, elected: Mrs. Dave Bartelme, president; Mrs. Rod Adams, first vice-president; Mrs. Walter Stone, second vice-president; Mrs. Griff Macdonald, secretary and Mrs. Ernest Happoldt, treasurer. Shown above, Fred C. Wood, master of ceremonies, seated left and Mr. Albin, seated right, master of installation. Lloyd Levy, chairman of installation, at Mr. Albin's right. Standing, left to right: Messrs. Adams, Stone, Happoldt, Hall, and Schwartz.

OBITUARIES

NORMAN B. GETTY

Norman B. Getty, 65, president, Tenk Hardware Co., wholesalers, Quincy, Ill., died



NORMAN B. GETTY

recently at his home, following a heart attack. He had been associated with the company for 43 years.

Upon completion of his studies, Mr. Getty became secretary to Rudolph Tenk, then president of the company. He was promoted to the buying department and eventually was appointed merchandising manager. In 1922, he was made secretary, a position he held until his election as vice-president and treasurer, in 1936. Ten years later he became president succeeding the late Mr. Tenk. Long active in Masonic activities, Mr. Getty was elected to the 33rd degree in 1941.

J. E. KEYSER

J. E. Keyser president of Kane & Keyser Hardware Co., wholesalers, Belington, W. Va., died at his home there. He founded this company in 1901 and had been its active president since that time. Mr. Keyser was prominent in the religious, business and civic life of the community and held many prominent offices in these various organizations.

BENJAMIN H. JONES

Benjamin H. Jones, 61, vice-president of sales, The National Screw & Mfg. Co., Cleveland, Ohio, died Sept. 21 at his home in Cleveland.

He had completed, early in September, 25 years with the company and was well-known both for his activities in the fastener industry and to distributors and industrial users of fastener products.

He began his career at National as secretary to the president, then becoming a salesman. In 1941 he was appointed assistant vice-president and general sales manager. His election to vice-president in charge of sales came in 1948.

During the first World War, he served as a lieutenant in the 308th Engineers.



BENJAMIN H. JONES

A 32nd degree Mason, he was a member of Meridian and Al Koran lodges of Cleveland, and also of Rotary.

JOSEPH A. HORNE

Joseph A. Horne, 82, chairman of the board of directors, The Yale & Towne Mfg. Co., Stamford, Conn., died Oct. 3 after a brief illness.

He started his hardware career with P. & F. Corbin Co., New Britain, Conn., in 1888. During his 58 years of uninterrupted association with Yale & Towne, Mr. Horne worked in close collaboration for three decades with Henry Robinson Towne, the co-founder with Linus Yale, Jr., of the company in 1868. He participated in the expansion of Yale & Towne from a one plant operation in Stamford into an international manufacturing organization with eight plants.

Mr. Horne started his long career with the management



JOSEPH A. HORNE

of Yale & Towne in 1892 as a foreman, then rose successively to be a department superintendent (1902), general superintendent of the Stamford plant (1909), vice president and general superintendent (1916), acting president (during World War 1), vice president in charge of production from 1920 to 1943, and, since 1943, chairman of the board of directors. He was first elected a director of the company in 1912.

At the time of his death, he was a director and past president of the Stamford Hospital, a director of the First - Stamford National Bank & Trust Co., a director and vice president of the Stamford Citizens Savings Bank, and a director of the Connecticut Power Co.

CHARLES E. DORRELL

Charles E. Dorrell, 60, president and general manager, Russell-Harrington Cutlery Co., Southbridge, Mass., died recently. He joined the company in 1925 as sales manager and was elected



CHARLES E. DORRELL

president and general manager in 1945. Prior to that he had served as sales manager for Huyler's Co., a retail drug concern, New York City, for 12 years. For a period prior to that he was personal secretary to Representative H. L. Prouty, Iowa, in Washington, D. C., and also had been political editor of the Des Moines Register-Tribune.

ABRAHAM H. GROSS

Abraham H. Gross, 54, president, Sheffield Bronze Paint Corp., Cleveland, Ohio, died recently at his home, 23104 Ranch Rd., Beechwood. Mr. Gross had founded the Star Printing Co., at the age of 17, and started the bronze firm 10 years later. He had been a director of the board of Park Synagogue and was past president of the Cleveland Consumptive Relief Society.

TEXAS HARDWARE ASSN. SPONSORS SERIES ON GOVERNMENT RULE

The Texas Hardware & Implement Association, Dallas, recently held a series of six meetings for its members to acquaint them with new government regulations and advise them on management problems.

Ralph W. Carney, Wichita, Kan., spoke on management problems involving employer-employee and customer relations.

At the Dallas meeting, Ray M. Souder, Dallas, association secretary-manager, reviewed newly established government controls affecting the hardware and farm implement industry.

FEDERAL TOOL BUYS PLASTIC NOVELTY MOLDS

The Federal Tool Corp., 3600 W. Pratt Blvd., Chicago, Ill., has announced its recent purchase of housewares and novelty item molds of The Amos Plastic Co., Edinburg, Ind. Federal Tool Corp., will continue to make the same specialty and houseware items formerly made by Amos.

NEW SYNCRO FACTORY

Syncro Corp. has recently moved into a new and larger plant at Oxford, Mich.



A Little Store with a Big Future



HERE'S a store designed to grow! The Universal Building is easy to enlarge or move to another location. Interiors and exteriors are easily modified to meet changing conditions. Whether your business is large or small, you'll get a better return on your building investment when you build with Universal Buildings. Fast, easy erection and low initial costs save you time and money. You can design your own permanent structures functionally correct for your needs—or make inexpensive additions to existing buildings. Panels can be combined in any size for any purpose—stores, display rooms, storage, workshops, loading docks, etc.

Plan your future now with a BLAW-KNOX INSULATED BUILDING

- ALL STEEL
- FACTORY INSULATED
- ADAPTABLE TO ANY NEED
- ATTRACTIVE
- EASILY PUT UP AND MAINTAINED
- HUNDREDS OF USES

Send the coupon today for full details

UNIVERSAL BUILDINGS DEPARTMENT
BLAW-KNOX DIVISION
of BLAW-KNOX COMPANY
2139 Farmers Bank Bldg., Pittsburgh 22, Pa.

I AM INTERESTED IN A BUILDING TO BE USED

FOR: _____

APPROXIMATE SIZE _____

NAME _____

ADDRESS _____

CITY _____ STATE _____

How's the

HARDWARE BUSINESS?

Special Report on Outlook for Hardware Trade

(Continued from page 14)

land and Norfolk (—4 pct); Detroit (—5 pct) and Toledo (—6 pct).

Hardware sales for the first eight months were 24 pct higher than last year in Norfolk and 23 pct higher in Los Angeles.

(See chart on page 294)

Consumer Credit Continues to Rise

Total consumer credit increased \$614,000,000 in August to a total of \$20,979,000,000, the Federal Reserve Board reported. This was an increase of \$4,526,000,000 over the amount of consumer credit outstanding at the end of August 1949. Installment credit amounted to \$13,015,000,000 at the end of August, a rise of \$411,000,000 during the month. This compared with a \$500,000,000 increase in July.

There was an increase of \$101,000,000 in auto sale credit in August. This followed a

\$204,000,000 rise in July, an increase which the board described as "an unprecedented gain."

There was a \$127,000,000 rise in charge account indebtedness in August, a month in which little change is usually shown. This was about the same as the expansion in July. Charge accounts receivable totaled \$3,654,000,000 on August 31, a rise of \$467,000,000 over the amount outstanding at the end of August 1949.

Appliance Sales Rose 150% in Detroit in July

Reflecting the buying wave which followed the outbreak of the war in Korea, sales of major appliances in the seventh Federal Reserve District were up 121 pct in July over the same 1949 month. This district includes Chicago, Indianapolis, Detroit and Milwaukee. The biggest percentage increase was in

Wholesale Hardware Sales¹

By Geographic Divisions, for August, 1950

Geographic Division	Number of Firms ²	SALES REPORTED						CUMULATIVE SALES ³		
		Percent Change August 1950 vs.		Amount (Add 000)			January-August 1950 (Add 000)	January-August 1949 (Add 000)	Percent Change	
		August 1949	July 1950	August 1950	August 1949	July 1950				
U. S. TOTAL.....	335	+65	+18	\$112,268	\$68,198	\$94,883	\$618,321	\$531,140	+16	
New England.....	20	+67	+26	2,112	1,264	1,677	13,077	10,912	+20	
Middle Atlantic.....	72	+66	+40	14,128	8,527	10,078	80,331	70,658	+14	
East North Central.....	44	+56	+14	18,424	11,844	16,155	106,252	85,306	+23	
West North Central.....	36	+53	+14	18,001	11,747	15,809	104,187	95,073	+10	
South Atlantic.....	57	+68	+13	18,165	10,841	16,087	86,280	72,432	+19	
East South Central.....	22	+68	+11	7,963	4,754	7,192	44,892	37,581	+19	
West South Central.....	43	+57	+13	11,676	7,447	10,318	70,757	64,138	+10	
Mountain.....	10	+56	+28	3,268	2,099	2,563	18,346	16,286	+13	
Pacific.....	31	+92	+24	18,531	9,675	15,004	95,199	78,754	+21	

¹ Includes 8 reports received too late to be incorporated in Census Bureau published releases.

² Includes reports received too late for inclusion in previous monthly totals.

³ Number does not apply in all cases to the cumulative figures.

States Comprising Regions: New England—(Conn., Maine, Mass., N. H., R. I., Vt.); Middle Atlantic—(N. J., N. Y., Pa.); East North Central—(Ill., Ind., Mich., Ohio, Wis.); West North Central—(Iowa, Kan., Minn., Mo., Neb., N. D., S. D.); South Atlantic—(Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.); East South Central—(Ala., Ky., Miss., Tenn.); West South Central—(Ark., La., Okla., Texas); Mountain—(Ariz., Colo., Idaho, Mont., Nev., N. M., Utah, Wyo.); Pacific—(Calif., Ore., Wash.).

SALE! **GUARANTEED** **QUAKER**

**THERE'S PLENTY BEHIND YOU
AND PROFITS AHEAD OF YOU
with QUAKER LAWN
HOSE!**

GET ON THE BAND WAGON!

LE! **GUARANTEED** **QUAKER** **LAWN HOSE** **PRICE \$**

QUAKER
Pre-Tested
SEAL

Take a good look at how Quaker backs you up with national and on-the-spot advertising. Eye-catching ads in leading magazines! Big, attractive window banners that "bring 'em in!" Personalized newspaper mats! "Self-selling" counter folders and direct mail pieces! Tips on how to sell Quaker! A new, exclusive, spectacular package design! An unconditional written guarantee!

The job of selling Quaker Lawn Hose is made still easier because it's a quality hose . . . time-tested and performance proved by millions of users . . . it won't kink, curl, crack or peel . . . it's easier to handle. The unconditional guarantee tells customers just what they're buying in terms of longer service.

If it's consistent sales promotion backing you want plus a top quality product . . . then sell Quaker Lawn Hose. See your Quaker distributor or write us today for the full details.

QUAKER
PHILDELL
Lawn Hose
GUARANTEE

QUAKER
SURPRISE
Lawn Hose
GUARANTEE

QUAKER
"BUSHY"
Lawn Hose
GUARANTEE

QUAKER RUBBER CORPORATION PHILADELPHIA 24, PA.

Division of H. K. Porter Company, Inc.

OFFICES AND BRANCHES IN PRINCIPAL CITIES

QUAKER *GUARANTEED* **LAWN HOSE**

Wholesale Hardware Inventories¹

By Geographic Divisions, for August, 1950

Geographic Division	Number of Firms	End-of-Month Inventories (Cost)					Stock-Sales Ratios ²			Weeks' Supply of Inventory on Hand [*]	
		Percent Change August 1950 vs.		Amount (Add 000)			August 1950	August 1949	July 1950	August 1950	August 1949
		August 1949	July 1950	August 1950	August 1949	July 1950					
UNITED STATES TOTAL	260	+ 1	- 5	\$126,435	\$124,584	\$132,521	137	217	170	8.1	12.8
New England	14	-13	- 9	2,926	3,361	3,203	185	360	269	10.9	21.3
Middle Atlantic	52	+14	+ 3	14,805	13,001	14,358	128	189	181	7.6	11.2
East North Central	41	+ 2	- 7	22,606	22,212	24,308	130	199	160	7.7	11.8
West North Central	31	- 4	- 9	21,586	22,492	23,751	141	217	181	8.3	12.8
South Atlantic	53	+ 8	- 3	21,133	19,542	21,747	120	187	139	7.1	11.0
East South Central	13	+22	+ 2	5,832	4,772	5,702	136	165	136	8.0	9.7
West South Central	27	- 3	- 2	12,901	13,331	13,212	164	258	190	9.7	15.2
Mountain	7	- 7	- 9	2,421	2,594	2,659	171	274	215	10.1	16.2
Pacific	22	- 5	- 6	22,225	23,279	23,581	145	273	186	8.6	16.1

¹ Includes 7 reports received too late to be incorporated in Census Bureau published releases.

² Stock-sales ratios are obtained by dividing the stocks by the sales for an identical group of firms.

^{*} Calculated by dividing end-of-month inventories at cost plus mark-up by sales during month and multiplying the quotient by the number of weeks in the month. Sales include direct shipments and consignment business. Week's supply is lower than if based on cost of sales from owned stocks.

States Comprising Regions: New England—(Conn., Maine, Mass., N. H., R. I., Vt.); Middle Atlantic—(N. J., N. Y., Pa.); East North Central—(Ill., Ind., Mich., Ohio, Wis.); West North Central—(Iowa, Kan., Minn., Mo., Neb., N. D., S. D.); South Atlantic—(Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.); East South Central—(Ala., Ky., Miss., Tenn.); West South Central—(Ark., La., Okla., Texas); Mountain—(Ariz., Colo., Idaho, Mont., Nev., N. M., Utah, Wyo.); Pacific—(Calif., Ore., Wash.).

Detroit where it amounted to 149.5 pct. The appliances included refrigerators, washers, stoves, ironers and cabinets.

Sales of housewares, including pots, pans, cutlery, toasters and percolators were up 25 pct in the district in July. Sales of radios, television and phonographs rose 143 pct. Sporting goods and camera sales rose 3.8 pct while gift shop volume was up 25 pct.

The heavy sales of major appliances reduced inventories 17.6 pct from a year earlier. Housewares stocks rose 8.6 pct. Inventories of radios, television

and phonographs were down 8.9 pct. Sporting goods stock were down 0.5 pct and those of gift shops were up 12 pct.

Industrial Production Highest Since July, 1945

The index of industrial production of the Federal Reserve Board touched 207 in August, to hit the highest point since July 1945. The board expects an additional rise of about five points for September, which would bring the index up to the high level reached in June 1945.

Business and consumer de-

mand have continued to be in excess of output and there have been additional sharp rises in price, the board stated. Numerous industrial materials have risen by about as much since March as they did in the six months after price controls were abandoned in 1946.

There was a substantial rise in durable goods output in August. This was due mainly to sharp increases in the output of furniture, machinery and iron and steel fabricating industries. Output of primary metals, brick, cement and lumber have shown little change from advanced lev-

Estimated Sales of Wholesale Hardware Distributors

By Months 1939 to August 1950

(\$000,000 omitted)

	1939	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950
January	39	44	55	89	59	72	87	120	185	204	184	160
February	37	41	52	83	64	82	85	126	191	207	178	173
March	48	49	61	93	73	89	103	141	219	246	222	219
April	47	55	74	93	74	85	97	154	227	256	204	207
May	52	57	77	78	71	86	93	159	216	233	206	231
June	51	56	77	80	76	89	92	157	202	237	198	243
July	45	55	79	73	73	82	89	162	200	227	171	272
August	50	59	82	74	75	91	96	174	204	248	192	324
	369	416	557	663	565	676	742	1193	1644	1858	1555	1829
September	60	63	87	73	73	90	97	176	222	253	213	...
October	60	71	91	74	76	94	113	214	254	262	212	...
November	54	65	80	58	77	89	108	195	212	241	197	...
December	49	67	82	58	75	82	103	185	211	212	175	...
Total for Year	592	682	897	926	866	1031	1163	1963	2543	2826	2352	...

Source: Bureau of Census.

Comforteer

Inland Comforteer Gas and Electric Heaters

— a size and type for every need, every purse. Capacities up to 35,000 Btu for every type of gas. Beautifully styled by a famous designer. Priced amazingly low for such outstanding value!



3
money makers

send sales up
when the temperature drops!

MILCOR



MILCOR

Milcor Airtite Heater

— A real buy for any budget. Dependable, good-looking. Sheet steel with double-seam construction. Corrugated sides multiply heat radiation for added comfort. Collar designed to hold stove-pipe in sure-fit grip. Altogether a heater value you can't pass up.



New—Milcor LockJoint Stove Pipe

— Most efficient automatic hand lock ever developed! No pounding. Just press and it *snaps right into place* for a positive and permanent lock-fit. Fade-away crimp for easy assembly. Matching accessories. All standard sizes, in beautiful Milcor blue. A "must" in your heating line for your customers who insist on the best!

With these three fast-moving winter items you're really "in business" for the heating season. You can count on satisfying every customer's demands — and you can count on a dependable volume of sales — all winter long.

INLAND STEEL PRODUCTS COMPANY

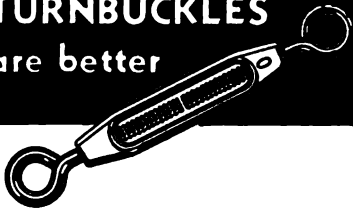
Formerly Milcor Steel Company

4063 WEST BURNHAM STREET • MILWAUKEE 1, WISCONSIN

Baltimore 24, Md. • Buffalo 11, N. Y. • Chicago 9, Ill. • Cincinnati 25, Ohio • Cleveland 14, Ohio • Detroit 2, Mich. • Kansas City 8, Mo.
Los Angeles 23, Calif. • New York 22, N. Y. • Rochester 9, N. Y. • St. Louis 10, Mo.

G-160

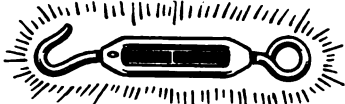
10 Reasons why ALUMALLOY TURNBUCKLES are better



1. ALUMALLOY bodies with steel hooks and eyes do not corrode and freeze as iron bodies do; ALUMALLOY remains a turnbuckle.
2. All hardware type turnbuckles are only as strong as the hooks and eyes. ALUMALLOY castings will not strip threads or break before hooks or eyes open on pull test.



3. ALUMALLOY castings are tumbled and polished after machining for improved appearance.



4. ALUMALLOY is light in weight, saving 40% for both distributor and dealer in freight charges.

5. Thread size is cast into ALUMALLOY body for easy identification.



6. ALUMALLOY turnbuckles are packed one dozen in strong, attractive, easy-to-identify box.

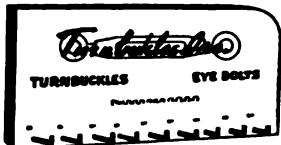


7. ALUMALLOY turnbuckles are distributed only through recognized hardware distributors on a strict jobber policy.

8. ALUMALLOY turnbuckles are unit packed in one, two and three gross shipping containers for easier handling and checking.



9. Attractive ALUMALLOY turnbuckle display panels are available (over 50,000 now in use).



10. ALUMALLOY turnbuckles offer a better product at fair prices.

Turnbuckles

TURNBUCKLES, INC.

BOX 333 MICHIGAN CITY, INDIANA
FACTORY GRAND BEACH, MICHIGAN

els touched last spring, it was stated. Demand for such materials, especially metals, has continued far in excess of market supplies, the board added.

Manufacturers' August Sales 10% Above Normal

Manufacturers' sales set a new peak in August, amounting to \$24,200,000,000, an increase of \$4,200,000,000 over July, or more than 20 pct. Durable goods sales amounted to \$10,300,000,000 and this represented \$1,900,000,000 of the increase over July, the Commerce Department reported.

New orders also set a new high, amounting to \$27,800,000,000, a rise of \$3,800,000,000, or over 17 pct over July. Orders for durable goods totaled \$13,600,000,000, a rise of \$2,100,000,000 over July.

Inventories declined \$200,000,000 to \$31,500,000,000. The drop was equally divided between stocks of durables and nondurables. Inventories of hard goods were valued at \$14,200,000,000 at the end of August.

The department estimated that the rise in sales was 10 pct more than seasonal while new orders were 15 pct above the usual seasonal pattern.

Appliance Sales Heavy Before Reg. W Deadline

Substantial gains over a year ago were made in August collections of manufacturers' excise taxes on major appliances, radios and phonographs, probably as a result of the heavy buying which followed the start of the Korean war and the stimulus to purchases given by efforts to beat the deadline on the imposition of stricter credit controls by the recent revival of Regulation W.

August excise tax collections on mechanical refrigerators, air conditioners, etc., amounted to \$8,626,740 compared with \$5,414,686 collected in the same month a year ago. On electric, gas and oil appliances, August collections totaled \$9,346,458, as against \$4,487,109 a year earlier.

Collections on electric light bulbs and tubes amounted to \$3,131,076 in August, as against \$296,946 in August 1949. Collections on radio sets, phonographs, components, etc.,



WITH **Warren** DADO SAWING WASHERS

DO THEY? YOU BET!
SELL! THEY DO!

When woodworkers and hobbyists see this amazing new invention in action ... they buy! The low price of \$4.95, simplicity of operation, and accuracy of Micromatic adjustment—have sold Warren Washers *everywhere*, from Alaska to South Africa. Outstanding stopper display sells 'em right off your counter. National advertising and mobile demonstration units promote sales volume for you! Not a gadget—it's a woodworker's dream!

WRITE FOR INFORMATION
WARREN DADO SAWING WASHERS CO.
70 Medbury, Detroit 2, Michigan

Another **PET** First For '50!
Spin-a-Brush
SPINS PAINT BRUSHES CLEAN
in 90 Seconds with Any Electric Drill

Converts 1/4" electric or hand drill into speedy paint brush cleaner. Makes old brushes like new. Simple instructions included.

Retails at \$2³⁵ Each
PACKAGED AND PRICED
TO SELL ON SIGHT

Colorful, eye-catching counter display carton containing six cleaners will ring up profitable sales for you. Order from your jobber now—or write direct.



PET PORTABLE ELECTRIC TOOLS, INC.
332 West 83rd St., Chicago 20, Ill.
In Canada: 369 Danforth Rd., Toronto 13

amounted to \$4,760,964, against \$1,896,532. On sporting goods the total was \$1,421,164, compared with \$1,734,870 in August, 1949.

Macy Economist Sees 7-8% Retail Sales Rise in Last Quarter

Q. Forrest Walker, economist of R. H. Macy & Co., tentatively estimated a 7 to 8 pct rise in nationwide retail sales for the last quarter and a 5 pct increase for the year in addressing the annual meeting of the New York State Council of Retail Merchants. Mr. Walker also advised retailers to follow a cautious inventory policy for the rest of the year on the ground that governmental restrictions are likely to check inflationary trends.

Retail Prices Reflecting Earlier Raw Goods Rises

A new post-war high was set by economic activity in August, reported the Office of Business Economics, of the Department of Commerce. All branches of the economy were affected by the increased demands of business, consumers and government.

Increasing demand resulted in a further rise in prices in August and early September. The price climb, which started soon after the war began in Korea, has now entered a "second phase," it was stated. The initial advances were mostly in raw materials, farm products and food prices. Since early August prices on these "primary" items have slowed their pace of their rise but a "more general advance has occurred in secondary and retail markets," it was stated. The early rise in raw materials costs is now being reflected in price advances in finished commodities.

"As the price rise has continued and broadened, there has been a growing tendency for these increases to become imbedded in the basic cost structure of the economy. Wage rate increases are also operating in this direction."

"By mid-September," the re-

NEW CONVENIENCE! NEW DESIGN!

with



No Extra Cost

P. WALL
PistoGrip
BLOW TORCH

First radical change in blow torch design in 30 years ready NOW at NO EXTRA COST!

MORE SALES FOR YOU! PistoGrip Blow Torch is easier to sell because it's easier to handle. Light-weight composition handle with finger grip indentations revolutionizes present design. Available for immediate delivery in all popular-priced models at NO EXTRA COST! Why sell obsolete models? Be the first to show the new P. Wall PistoGrip!

SHOWN: Model 330 S Superior with the new PistoGrip handle
WRITE TODAY FOR THE NEW P. WALL CATALOG



P. WALL MFG. CO.

215 Erie Street

Grove City, Pa.

ESCUTCHEON PINS



Packaged to Sell...

Brass or steel escutcheon pins of fine quality...Packed in attractive metal-edge boxes that act as sturdy containers and make eye-catching displays—or, if you prefer, in 100 lb. kegs...Standard or special sizes...plain or plated finishes...made in special metals on request. Special nails, rivets and screws made to order...Economy, quality and quick delivery in large or small orders...WRITE FOR PRICES...We will send quotations promptly...Ask for free Catalog and Decimal Equivalents Chart.



JOHN HASSALL, INC.

419 Oakland Street
Brooklyn 22, N. Y.

Manufacturers of Cold-Headed Specialties—Established 1850

CASH, BOND and UTILITY BOXES

8 FAST SELLING POPULAR STYLES

PREFERRED for durable

construction

HEAVY GAUGE STEEL

PREFERRED for beauty

HAMMERED SILVER FINISH

PREFERRED for styling

SEAMLESS ONE PIECE
CONSTRUCTION

All corners rounded



Choice of
FLAT KEY LOCK
or CORBIN
COMBINATION LOCK



No. 10 Series (Shallow Box)

SIZE: 11½ x 6 x 2¼"



Made in 4 styles. Available with or without
6 compartment steel tray. Choice of flat key
lock or combination lock.

No. 23 Series (Large Box)

SIZE: 11½ x 6 x 4¾"



Made in 4 styles. Available with or without
6 compartment steel tray. Choice of flat key
lock or combination lock.

ALL STYLES INDIVIDUALLY BOXED

Sold by leading jobbers

WRITE FOR CATALOG



**CENTRAL
COMPANY**
2415 WEST 19TH ST.
CHICAGO

Export Representatives

Frazier & Co., 50 Church Street, New York 7, N. Y.
Cable Address "FRAZAR" New York

port continued, "prices of industrial goods averaged 6 pct higher than at the end of June, topping the previous post-war peak reached in September 1948. Farm and food prices advanced one-tenth since June, although they remain below their post-war peak."

Purchases of durable goods dropped slightly in August and there was less emphasis on "scare" items, it was said.

Regulation W Applies To Heating Equipment

Federal Reserve Board officials disagreed with an interpretation of the American Retail Coal Association that Regulation W, which controls installment purchases, does not apply to purchases of heating equipment, provided it is not installed by the retailer. The association held the view that if the store makes the installation then the transaction would come under the credit restrictions imposed by Regulation W.

In failing to go along with this view, Federal Reserve officials cited a provision covering "materials, articles and services . . . in connection with repairs, alterations, or improvements upon . . . real property" for residential use. This part of the order holds that the retailer is required to get in cash 10 pct of the purchase price, including installation charges if any. The buyer must pay the balance in equal installments spread out not more than 30 months.

Video Production Hit New Mark in August

Television receiver output amounted to 702,287 sets in August, a new high. This brought the industry's total for the first eight months of this year to 4,146,602 units, the Radio-Television Manufacturers' Association reported. Production for the first eight months was 1,100,000 higher than for the entire year 1949.

Radio set production was estimated at 1,203,447 units in August and a total of 8,750,965 for the first eight months. The August reports for both radio and television cover only four weeks, or through August 25.

During the first eight months of 1950 manufacturers are esti-

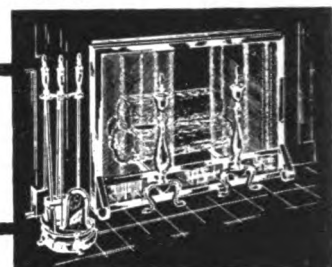


MR. DEALER!

There's more profit in fireside furnishings
when you SELL THE WILSHIRE LINE

Wilshire is one of America's fastest-selling, most complete, most competitive lines of fireplace equipment . . . a full range of competitively priced pieces and ensembles—Modern, Period and Traditional—to cover every type and need.

Genuine Wilshire Curtain Screen ensembles retail as low as \$34.95—only one of the many extra values to be found in the Wilshire line.



MINIMUM INVESTMENT—MAXIMUM PROFIT

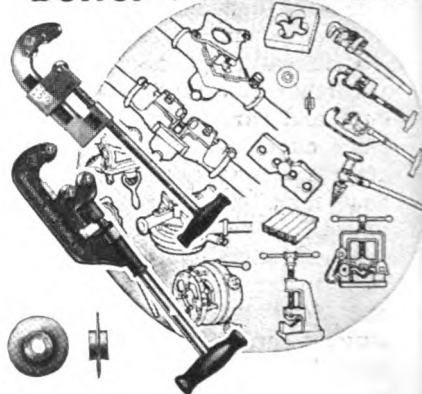
Write for the Wilshire Plan of merchandising fireside furnishings. It proves you can make big profits with little investment. Send for your free copy and catalog TODAY!

WILSHIRE

MANUFACTURING COMPANY

Dept. A, 4550 Cutter St.,
Los Angeles 39, Calif.

ARMSTRONG BROS. Better PIPE TOOLS



PIPE CUTTERS

"ARMSTRONG BROS." Three wheel and Standard wheel and roller Pipe Cutters are quality cutters throughout . . . built to give years of good service.

"ARMSTRONG BROS." drop forged Pipe Cutters are built for lifetime service with 1-piece drop forged steel heat treated body and a replaceable hardened steel nut to take up the wear and thrust of handle screw. Used either as 1-wheel (with 2 rollers) or 3-wheel (for close quarters).

"ARMSTRONG BROS." Knife Blade Cutter Wheels are machined from special alloy tool steel properly heat treated. They cut rapidly and easily, hold their keen edge.

ARMSTRONG BROS. TOOL CO.

"The Tool Holder People"

5214 W. ARMSTRONG AVENUE • CHICAGO 30, ILL.



Best Selling Rods in America PRICED FOR THE MASS MARKET

32 TO CHOOSE FROM
INCLUDING
The New Pistol Grip

—:—
The New Rod-'n-Reel

—:—
The New 95-W

—:—
A complete line to retail for from
95c up to \$5.49 including U. S. tax.
It's the line that has EVERYTHING!
Ask your jobber or write for Bulletin.

PREMAX PRODUCTS

DIVISION CHISHOLM-RYDER CO., INC.

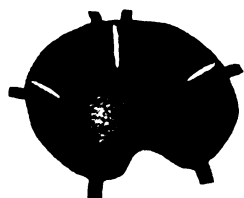
5121 HIGHLAND AVE., NIAGARA FALLS, N. Y.

Tapatco TRADE MARK REGISTERED U.S. PAT. OFF. HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof
red hooks"

Tapatco TRADE MARK REGISTERED U.S. PAT. OFF. TRACTOR SEAT CUSHIONS



For every tractor and farm
implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

mated to have sold more than
\$700,000,000 worth of television
sets and \$210,000,000 of radios,
figured at manufacturers' prices.
These combined figures are new
records and they will exceed total
set sales for the whole of
1949.

Only 30% of Industrial Firms Have War Orders

While the rate in increase
in industrial production showed
signs of slowing down in Sep-
tember, heavy backlogs of or-
ders will keep industry's output
schedules filled well into the first
quarter of 1951, according to
Robert S. Swanton, chairman of
the business survey committee
of the National Association of
Purchasing Agents.

He said that there were signs
in September of a leveling off in
the industrial buying rush that
followed the outbreak of the
Korean war. The rate of in-
crease in new orders for Sep-
tember, he stated, was substan-
tially below the high August
trend.

The number of companies re-
porting order increases for Sep-
tember was 21 pct less than in
August. Declines in incoming
orders was shown by 10 pct of
the companies participating in
the survey.

The study also found that war
orders have not yet had much
impact on industry. Only 30 pct
of the concerns taking part in
the survey reported military
business and most of these have
not been compelled to upset their
civilian output. Majority opin-
ion of the purchasing agents un-
der these conditions continues to
be that allot controls are un-
necessary at this time.

Says Appliance Allotments 'Can't Be Guaranteed'

R. Z. Sorsenson, manager of
the electric housewares depart-
ment of Westinghouse Electric
Corp., warned distributors that
the company could not guarantee
delivery of full allotments of the
products for the balance of the
year.

"Plans have been worked out
to apportion available supplies
of raw materials to the more
important appliances if acute
shortages develop, but we hope

TIE IN WITH *Both* *Perfection* WINNERS!

Both are
PROFITABLE
REPEATERS



1. Perfection DUBL-CHEM-FACED (Trade Mark) MILK FILTER DISCS



2. Perfection SANIT-AIDS (Trade Mark)

Ideal sanitary cleaners for washing milk pails,
strainers, separators, milking machines, etc.
also washing cows' udders. (Pat. No. 2112963)

You're Selling the BEST
when you sell Perfection
DUBL - CHEM - FACED
(Trade Mark)
MILK FILTER DISCS
"1 does the work of 2"

Help your dairymen customers
to save money at every milk-
ing with these super-
quality, low cost, high
efficiency Filters. Farm-
ers tell us ONE of these
does the job as thor-
oughly as TWO of other
types. Here is quality
that wins repeat sales!

NATIONALLY ADVERTISED

More than 23 million
ads this year to dairy-
men... your customers!

Stock up and
Display them NOW!



ASK YOUR SUPPLIER for Perfection
DUBL-CHEM-FACED FILTER DISCS
and the new Perfection SANIT-AIDS
... modern sanitary cleaners

SCHWARTZ MFG. CO., Two Rivers, Wis.
AMERICA'S FOREMOST MANUFACTURER OF
SANITARY FILTERING AIDS FOR DAIRYMEN



THE 98¢ ECONOMY BOX

Dealers like this colorful display carton of MORTITE Weatherstripping because it acts as a silent salesman on any counter or in window.

Off the market last season, but back this year because of popular demand.

The Economy box contains four 29¢ boxes, each with enough MORTITE to weather-strip an average size window. (12 Economy boxes to carton—Stock No. M-1.)

Customers like it because it saves them money.

Your profit on a carton \$3.92.

Your profit on Jr. boxes sold separately at 29¢ is \$6.08 per carton.

And—DON'T FORGET THE OTHER BIG MORTITE SELLER



Bargain Box contains one large coil, enough for five to six windows. Retail for \$1.25. (Packed 12 to carton—Stock No. B-2). Your profit on a carton \$5.00.

NATIONALLY ADVERTISED

for the past seven years in publications with a total circulation of 24,000,000—and an average home ownership of 63 1/3%.

ORDER THROUGH YOUR JOBBER TODAY

J. W. MORTELL CO.
Technical Coatings Since 1895
508 Burch St., Kankakee, Ill.

this will not be necessary," he told distributors. "Meanwhile, we do want you to know that while we have every reason to assume we will be able to ship the allotted merchandise between now and the end of the year, we do not guarantee doing so."

Aluminum Production High

July primary aluminum production hit the highest monthly total in six years, according to the Bureau of Mines. A total of 62,489 tons of pig were sold or used in July. Net imports of aluminum in July showed a 90 pct increase over June.

Aluminum Production Lags Behind Demand

An increase in domestic aluminum production was urged by Reynolds Metals Co. in an advertisement in a Washington, D. C., newspaper which stated that United States consumption of the metal was in excess of its productive capacity.

Civilian manufacturing is slowing down, industrial customers require more of the metal, scrap prices are advancing, while defense needs for the metal continue to grow, stated the advertisement. Expansion of production was urged as a national security measure.

Rural Home Building Boosts Pumps, Systems

F. E. Myers & Bro. Co., Cleveland, reported a rising trend in sales and earnings in declaring a special dividend of \$1 a share on its common stock. Increased sales, the company stated, have followed a pick-up in demand for its products from rural customers and a heavy demand for pumps and water systems for suburban home construction.

Automobile Battery Shipments Run High

Automotive battery manufacturers shipped 2,848,000 replacement units in August, which was the largest total since Oct. 1947. The August figure compared with 2,060,000 units in July and 2,648,000 in August 1949.

EVERY ONE OF YOUR GUN CUSTOMERS WILL WANT TO

get the Big New 5th Edition



The GUN DIGEST

CARTRIDGES

RIFLE SECTION

SHOTGUN SECTION

HANDGUN SECTION

FOREIGN FIREARMS

SPECIAL ARTICLES

HANDLOADING SECTION

SIGHTS Telescope — Metallic

Complete
Buyers'
Guide

Dept.
HAO

200 Pages of Illustrations
538,000 Copies Sold

A Fast Repeater-Seller

ASK YOUR JOBBER OR WRITE

WILCOX & FOLLETT
1255 S. Wabash Ave., Chicago 5, Ill.



Peace on Earth,

Good Health to Children



For the sake of your children, buy and use Christmas Seals.

Thanks to Seals, children today have a far greater chance of escaping TB than you did.

To give them a still better chance, send your contribution today, please.



buy Christmas Seals

Because of the importance of the above message this space has been contributed by

YOUR NAME HERE

Appliance Selling Will Be Harder in 1951

General Electric's appliance output will hit a new high of approximately 12,000,000 units this year but will drop off about 20 pct next year, because of diversion of materials to the rearmament program, predicted H. L. Andrews, vice president in charge of the company's appliance and merchandise department. Next year's output, he said, should approximate the 1949 level.

The company's plants should continue running at the rate maintained in the second and third quarters, he said.

"Consequently," Mr. Andrews continued, "there should be plenty of appliances available for the Christmas trade, although shortages may continue in the most popular housewares lines."

He said there is a "very definite possibility that the appliance industry will have to do a more intense advertising and merchandising job next year than at almost any time since the war." He just returned from a series of meetings with mid-western distributors and retailers and reported that appliance sales at the retail level are already slowing slightly.

"We still have a substantial backlog of orders to be filled but the end of the scare buying spree and the advent of tightened credit controls and higher income taxes will almost certainly call for much harder selling."

Alden's and Speigel's Have Bigger Catalogs

Alden's and Speigel's, Chicago mail order houses, have issued their Christmas flyers. The Alden's catalog, made up of 306 pages, which is 87 pages above last year's holiday flyer, lists prices 5 to 10 pct over a year ago, according to a company official.

The Spiegel catalog contains 242 pages, as against 226 a year ago.

Sherwin-Williams Plans Biggest Ad Campaign

Paint sales of Sherwin-Williams are 18 to 20 pct over the 1949 level and are at a new rec-

Hitch your business to

STAR-BRITE

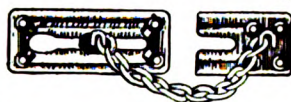
THE SHINING CABINET HARDWARE LINE THAT GIVES YOU EVERYTHING

★ STARRED for quality, design and precision fit.

SOLD THROUGH
WHOLESALE
ONLY



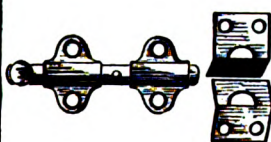
Write for our
complete catalog
TODAY



#285
CHAIN DOOR FASTENER
Wrought steel; non-welded chain
Size of plate: 4" x 1 1/2"
"STAR-BRITE"
Nickel
and brass
Complete
with
screws



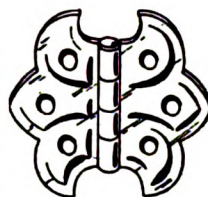
#125
SASH LOCK
Wrought steel
Overall size:
1 3/4" x 2 1/2"
"STAR-BRITE"
Chrome, nickel
and brass
Complete
with
screws



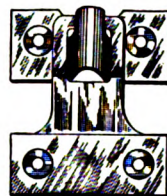
#225
SURFACE BOLT
Length size:
3" to 16"
Bor size: 3/4"
"STAR-BRITE"
Nickel
and brass
Complete
with
screws



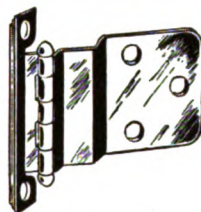
#277 **STORM SASH HANGER**
Hook Plate: 1 1/4" x 1 1/2" Eye Plate: 1 1/4" x 2 1/4"
"STAR-BRITE" Cadmium Plate
1 doz. pr. to box; 36 doz. to carton
Complete with screws



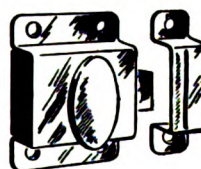
#215
ORNAMENTAL HINGE
For flush doors
Overall sizes:
2 3/8" x 2 1/8"
"STAR-BRITE"
Chrome, nickel
and brass
Complete
with
screws



#275
SCREEN HANGER
Wrought steel
Size: Eye plate,
2" x 1 1/2"
Hook plate,
1 1/2" x 3/4"
"STAR-BRITE"
Cadmium plate
Complete
with
screws



#216
SEMI-CONCEALED HINGE
Raised knuckle
3/8" offset
"STAR-BRITE"
Chrome, nickel
and brass
Complete
with
screws



#200
CUPBOARD TURN
Wrought steel
Overall size:
2" x 2"
"STAR-BRITE"
Chrome, nickel
and brass
Complete
with
screws



#297
CONCAVE KNOB
"STAR-BRITE"
Chrome
1 Dozen to Box
with Screws
36 Doz. to Carton

STAR METAL PRODUCTS Co.
370 Butler Street, Brooklyn 17, N. Y.

NOW— CHART YOUR WAY TO NEW PROFITS in FLOOR FINISHES!



DEALERS ENTHUSIASTIC ABOUT NEW PLAN!

HERE'S WHAT THEY'RE SAYING...

Dealers tell us we've hit the jackpot in giving them just what they want to *broaden their markets and increase profits* in floor finishes!

Start with the Chart—a quick reference that tells you the exact finishes to recommend for every floor and every result! Set up a complete floor finishing and maintenance department by using the new American Display—it attracts customers for treating every kind of floor—wood, asphalt tile, rubber tile, terrazzo, linoleum, cork, concrete. Also, helps promote your rentals of sanding and polishing equipment. Have all the answers handy on floor finishing and maintenance problems—use the new American Specification Sheets on each finish, maintenance and cleaning material. Feature the complete new line of American finishes...*you'll profit!* Send today for 3-foot chart, FREE—and additional information.

AMERICAN FLOOR SURFACING MACHINE CO.

SEND COUPON

The American Floor Surfacing Machine Co.
522 So. St. Clair St., Toledo 3, Ohio

☐ Send FREE 3-Foot Chart showing all materials for all floors.

☐ Send additional information on American Floor Finishes, Maintenance Materials and Cleaners.

Name _____

Street _____

City _____ State _____

"THIS CHART
OPENS UP NEW
MARKETS FOR ME!"



"THIS
NEW DISPLAY GIVES
ME A COMPLETE FLOOR
FINISHING DEPARTMENT"



"NEW
SPECIFICATION
SHEETS GIVE ME THE
ANSWER ON CORRECT MATERIALS
FOR ALL FLOORS"



"NOW I'LL REALLY
CASH IN WITH
THIS COMPLETE
LINE OF FLOOR
MATERIALS"



ord for any year, C. M. Lemperley, vice president and director of sales, states that the season started late but that sales had risen substantially in June, July and August.

Color merchandising forms an important part of the 1951 sales program with stress on better display. Dealers will be offered a series of color schemes for the home, along with two or three new color programs. Mr. Lemperley also stated that the company plans the largest national and local advertising campaign in its history.

Expect Floor Coverings To Rise; Plastic Higher

The price of vinyl plastic has been increased from 34 to 36¢ per lb by the Bakelite division of Union Carbide & Carbon Co., a rise which is expected soon to be reflected in an advance of about 5 pct in the price of finished floor coverings products. S. J. Sencer, vice president of Delaware Floor Products, one of the largest manufacturers of vinyl plastic floor coverings by the tile or yard, said that prices would probably be raised soon on floor coverings.

Refined Copper Price Raised 2¢ Per Pound

All major copper producers are now selling refined copper at 24½ cents a pound, a rise of 2 cents over the old price. Kennecott Copper Co. was the last of the major producers to increase its price for the metal, its increase becoming effective Oct. 2.

30 Dazey Kitchen Tools Increased in Price

Dazey Corp., of St. Louis, makers of kitchen helps, announced price increases on 30 items while prices were left unchanged on 12 others. The increase went into effect Sept. 22, although orders on hand before that time were to be filled on the old price basis. Among items affected by the increase were can openers, sharpeners, scales, nut crackers, jar openers and sealers, gift packages and cocktail shakers.

5 to 6% Increase On Everedy Co. Line

A price increase, averaging 5 to 6 pct, has been announced by Everedy Co., Inc., of Frederick, Md., on its entire line of household specialties, electric appliances and chrome kitchen utensils.

Prices Raised on Two West Bend Products

West Bend Aluminum Co., West Bend, Ind., announced an increase in prices on its fully automatic Flavo-Matic percolator and the Trig singing tea kettle. The Flavo-Matic has been increased from \$9.95 to \$10.95 and the Trig from \$3.95 to \$4.50.

General Electric Prices Are Increased

General Electric Co. followed up an advance in prices on major appliances with increases on a number of smaller appliances. The increases, which were announced Sept. 25, included electric irons, toasters and other heating devices, on which prices were boosted \$1 to \$5. The price of an electric mixer was lifted \$5, to \$39.95. Fans were increased from \$1 to \$10, although some models were unchanged.

Increases of \$10 each were made on seven models of washers. The price range is now from \$109.95 to \$179.95.

Magnesium Advanced 2¢ per lb. at Source

The price of primary magnesium was increased 2¢ per lb. on Sept. 30 by Dow Chemical Co., the country's only producer of the metal. The price is now 24½¢ per lb., f.o.b. Freeport, Tex. A previous increase of 1¢ per lb. was announced on July 19.

Lamp Prices Increased By Westinghouse Electric

Westinghouse Electric Corp. announced an increase in prices on a wide list of electric lamps, effective Oct. 1. On 15 and 25-watt lamps the increase is from 12 to 13¢; on 40, 50 and 60 watts, 12 to 14¢. There was an



Designed for Holiday Sales ... Boxed for Gift Appeal!

It's beautiful and practical! It will be America's favorite pocket flashlight—your favorite best seller! The FINELITE is fully automatic. Clip-action switch doubles as pocket clip and switch. Flick clip left—FINELITE is on! Flick it right—FINELITE is off! Heavy chrome plate on brass for lifetime beauty. Package deal includes holiday box, FINELITE and 2 new Burgess plastic-sealed No. 7 cells. Dealer package consists of one dozen gift boxed FINELITES and cells with counter display card. Order Christmas profits—ORDER FINELITE NOW!

NEW BURGESS FINELITE POCKET FLASHLIGHT

Retail Price **98¢** Complete



DeLuxe 2 Cell Flashlight, Gift Boxed with Batteries!

It's the new Burgess RANGEFINDER SPOTLIGHT—thumb focuses for instant spot at any range. Throws a brilliant 1500-foot beam. Designed for utility—styled for beauty—the RANGEFINDER SPOTLIGHT is heavily chrome-plated over seamless brass. Lock-off switch has flasher position. Plastic bulkhead protects lamp and switch—ring hanger on end cap for extra convenience. Packaged in striking candy-striped gift boxes. Push this holiday double header and you're PUSHING PROFITS!

Order now from your Burgess Distributor—don't delay.

NEW BURGESS Range Finder GIFT SET

Retail Price **\$2.50** Complete

BURGESS BATTERIES



There's a wealth of sales appeal in Magor **GOLD TARGET** scoops, shovels, and spades. Part of the **SIMPLIFIED**, comprehensive Magor line, they're *rugged*. Backed up by Magor's protective dealer guarantee. Write today for illustrated price list.

MAGOR
CAR CORPORATION
SHOVEL DIVISION
50 CHURCH ST., NEW YORK 7, N.Y.

FAST
SELLING
MAGOR
BRANDS

MASTER • POWER • DIGWELL • ARROW
BULL'S EYE • GOLD TARGET

increase of from 10 to 25¢ on fluorescent lamps also.

Toastmaster Changes Prices and Discounts

An increase of \$1 to \$2 per unit has been made in the prices of the Toastmaster Products Division of McGraw Electric Co., effective Sept. 18. The price of the Toastmaster toaster was raised from \$21.50 to \$23; the Hospitality toaster from \$32.50 to \$34 and the Toast 'n Jam set from \$27.75 to \$29.95. On the waffle baker the increase is \$1 to \$19.95 and the waffle set was increased \$2 to \$29.50.

There was also a readjustment in distributor and retailer discounts which gave a slight increase in the spread on most items. The increase was the first one made by this company in two years.

Electrical Appliances Boosted By Proctor

Proctor Electric Co., Philadelphia, has increased prices on seven of its 13 small electrical appliances.

Items affected are: Champion Iron, from \$10.95 to \$11.45; Never-Lift Steam Iron, from \$13.95 to \$15.45; Never-Lift Iron, \$12.95 to \$13.95; Custom Toaster, \$21.50 to \$22.95; Ironing table, \$12.95 to \$13.95; pad and cover set, \$3.95 to \$4.45, and Model 614 blanket, \$56.25 to \$59.95.

Sylvania Lamp Prices Are Increased

An increase in the price of incandescent and fluorescent tubes, effective Sept. 29, was made by Sylvania Electric Products Inc. For the most part, prices have been advanced only 1 to 2¢ on popular size incandescent bulbs and from 5 to 10¢ on standard sizes of fluorescent lamps.

Century Drill Issues New Price Sheet

List prices on Century "Spring Twist" masonry drills have been changed by Century Drill & Tool Works, Chicago. The new list prices became effective Sept. 25. Jobber discounts of 33 1/3 — 25 pct apply.

No change was made in the prices of the fluted drills, sizes 1 1/8, 1 1/4 and 1 1/2 in.

Westinghouse Ups Prices On Small Appliances

Westinghouse Electric Corp. announced price increases of \$1 to \$3 on six electric housewares, effective Oct. 2. The price on the automatic pop-up toaster (TO-501) was raised \$2, to \$22.95; new square waffle baker (WB-501) \$2.45, to \$24.95; iron (ID-505) \$1, to \$8.95; electric hot plate (HP-912) \$2, to \$17.95; food mixer (FM-81) \$2, to \$37.50; coffee maker (CM-81) \$3, to \$32.95.

RETAIL HARDWARE STORE SALES TRENDS

August, 1950, Sales Trends of Independent Stores in 17 Cities

	Percentage change in sales		
	Aug. 1950 from Aug. 1949	8 mos. 1950 from 8 mos. 1949	Aug. 1950 from July 1950
California—Los Angeles	+47	+23	+10
San Francisco	+29	+10	+7
District of Columbia—Washington	+21	0	+9
Illinois—Chicago	+54	+9	+20
Massachusetts—Boston	+33	+3	+1
Michigan—Detroit	+34	+17	-5
Minnesota—Minneapolis	+33	+9	+7
Missouri—St. Louis	+24	-1	+8
New York—New York	+17	-1	+8
Ohio—Cleveland	+13	+14	-4
Toledo	+20	+3	-6
Youngstown	+37	+5	+2
Pennsylvania—Philadelphia	+16	+6	+3
Pittsburgh	+31	+3	0
Virginia—Norfolk	+29	+24	-4
Washington—Seattle	+23	+8	+6
Wisconsin—Milwaukee	+54	+15	+22

Source: Bureau of the Census

Prices Are Unchanged On 100 Mirro Items

The Aluminum Goods Manufacturing Co., Manitowoc, Wis., recently announced that in spite of increasing costs, the prices of the 100 best selling Mirro aluminum items will remain unchanged.

Prices on some Mirro items have been revised slightly, but for the most part on articles of lesser importance. In announcing the price revision, W. F. Bugenhagen, vice president in charge of sales, stated, "Taking the line as a whole, the increase is almost negligible—only 1.8 pct." He also emphasized that the prices on many of the Mirro staples have not been changed during the entire postwar period.

Case Cutlery Reduces Dealers' Discount

W. R. Case & Sons Cutlery Co., Bradford, Pa., has reduced its discount to dealers to 45 pct off the list prices which were issued Jan. 1, 1950. It had been 50 pct. Dealers were informed that since the company accepts all orders on the basis of prices prevailing at time of shipment, all shipments made after Sept. 1, (when the reduced discount went into effect) against orders on hand or received before the increase was effective, will be at the new prices.

J. Russell Case, chairman, in a letter to dealers expressed the hope that prices and wages would be rolled back to June 1 or earlier.

"If this is done," he stated, "our former discount of 50 pct will immediately become effective. We feel that a rollback will be made and we believe changing our discount rather than our list price will prove more convenient to you."

Frigidaire Products Advance 2½ to 7%

The Frigidaire division of General Motors Corp. put into effect, on Sept. 25, price increases of 2½ pct to 7 pct on most of its electrical appliances and commercial products. Included in the increase were refrigerators, laundry equipment, ranges and deep freezers. The increases

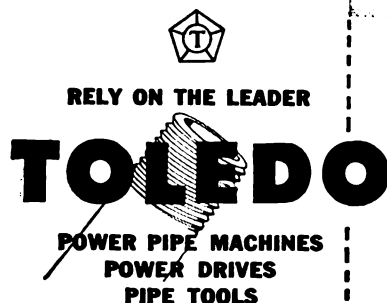


A TERRIFIC HIT!
BETTER MECHANICS PREFER
**TOLEDO 1R
THREADER**
FOR 1" to 2" PIPE

because

- It's ACCURATE!**
Perfect threads produced by separate Toledo Dies for each pipe size.
- It's EASY THREADING!**
Less friction due to famous Toledo receding die principle—small die segments with only a few cutting teeth backed by taper pins.
- It's LOW COST!**
Simple in design with one ratchet handle.

Do your next 1" to 2" pipe work with a Toledo 1R Threader—the tool that's "tops" with better mechanics! Similar to the famous No. 1 and No. 1A Toledos—but *simpler in design* with one ratchet handle and *low in cost*! A separate set of dies for each size of pipe—1", 1¼", 1½" and 2"—assures longer die life. Each set is hobbled for just the proper clearance. This means easier cutting, smoother, cleaner, more perfect threads and tighter pipe joints! Die change is quick and easy... or, many users prefer separate tool for each size. Durable... saves job-time... reduces costs! Ask your distributor for details and price... or send coupon.



SEND COUPON

The Toledo Pipe Threading Machine Co.
Toledo, Ohio

Without obligation, send bulletin No. 650
and price on Toledo No. 1R Threaders,
1" to 2" pipe.

Name.....

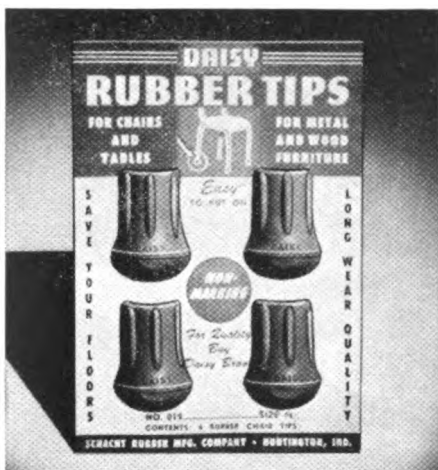
Firm.....

Street.....

City.....State.....

DAISY RUBBER TIPS

FOR CHAIRS • TABLES



IN 4 COLORS — 2 SIZES

Modern furniture requires floor protecting rubber tips for table, chair and stool legs. DAISY RUBBER TIPS are designed for replacements. They come in 1 inch and 7/8 inch sizes and in yellow, blue, red and green. Four tips mounted on attractive card. Good seller—fine profit maker. Write for New Catalog and Prices.

SCHACHT RUBBER MFG. CO.
DEPT. H HUNTINGTON, INDIANA

ONLY ONE NAME TO REMEMBER FOR ANY PAINT NEED

A premium quality enamel at a popular price

... for furniture, woodwork, autos etc., where the call is for a lustrous, quick drying, colorful finish.

SAPOLIN SPEED ENAMEL—one of the oldest, most widely known colored enamels. Easy-to-use, self-leveling—looks, wears and cleans like porcelain. Dries in 4 hours. In Super White, Black and 18 colors. Find out how small an investment places a well balanced order on your shelves. Write today for full information.

Sapolin Paints Inc.,
229 East 42nd St.,
N. Y. 17, N.Y.



SAPOLIN

HOUSE PAINTS • ENAMELS • VARNISHES • STAINS

amount to \$3 to \$20 on the suggested retail prices of its products. Advances of Frigidaire refrigerators and electric ranges amounted to \$10 to \$20 on various models. Increases of \$3 to \$10 were made on electric water heaters.

Prices Advanced by Marquette Cement

An increase in cement prices, effective Oct. 2, was announced by Marquette Cement Manufacturing Co., Chicago. The increase amounts to 10 cents a barrel in bulk and 12 cents a barrel in paper packaging.

GE Clocks Higher

An increase of from \$1 to \$6 has been announced by General Electric Co. on its line of clocks.

Telechron Clocks Up 2%

Prices on its standard clocks have been raised 2 pct by Telechron Corp.

Calorics Advanced 5%

Stove prices were advanced 5 pct on its entire line by Caloric Stove Co.

Philco Increases Again

Philco Corp. has again raised prices on its line of television receivers. The increases range from \$10 to \$30.

Arvin Changes Prices

Retail list price increases on Arvin AM table model radios, ranging from \$1 to \$5, have been announced by Arvin Industries, Inc. They took effect Sept. 19.

There are no changes in the retail prices of Arvin's FM sets. Four radio-phono consoles recently introduced by Arvin have been increased \$10 each.

Fryryte Price Changed

Dulane Inc., River Grove, Ill., manufacturers of Fryryte, Cofryryte and Butteryte, announced the first price increase in its two-year history when it increased the list on Fryryte, its automatic electric deep fryer, from \$24.95 to \$26.95, effective Oct. 9. It is fair traded.

SKOTCH WOOD JOINERS

A Steady Profit Puller Every Day

Here's a wood joiner that really HOLDS . . . and holds without cutting or splitting wood fibers. Applied like a nail. Patented prongs pull wood together for tight strong joint. Works equally well on square, mitre, "T", split or dado joints. Perfect for repairs, making screens, etc. Easily displayed on counter or in self-service bins.

Free Sales Helps . . .

Sample wood joints that show uses of SKOTCH Wood Joiners plus a new counter folder are yours FREE. Ask your Jobber or write direct for generous supply. Dept. HAI.

SUPERIOR FASTENER CORP.
2949 ELSTON AVE., CHICAGO 18, ILL.

GRIPS LIKE A VISE

SCREENS
TABLES
SCREEN DOORS
CHAIRS
SIGNS

Here's the one that WON'T SHRINK

This modern plastic in powder form makes lasting repairs in tile, wood or plaster. Pays dealers a bigger profit. SELLS BETTER because it WORKS BETTER.

Most dealers report: "Our sales of Durham's Rock - Hard Water Putty keep doubling, year after year." What's more, Durham's Rock-Hard Water Putty gives you by far the best profit-margin on any product of this nature. Use it yourself, and you'll quickly see why it sells so fast, and repeats so regularly. Many patching materials may shrink, fall out or chip off. Durham's Rock-Hard Water Putty does not shrink. Absolutely not. It sticks and stays put. You can saw or chisel it, paint or polish it to a velvet smooth finish. Easy to use. Keeps indefinitely. So economical. Just mix with water as needed. • Packed twelve 1-lb. cans or six 4-lb. cans to case. Keep some of each on display. Available in 25, 50, 100-lb. drums for industrial users. Order from your jobber.

The PLASTIC Repair Material in POWDER Form

DONALD DURHAM COMPANY
Des Moines 4 Iowa

5 Suggested Ways To Curb Runaway Prices

Retailers throughout the country were called upon to avoid any acts which might encourage inflationary influences in a resolution adopted by the National Retail Dry Goods Association's board of directors. A five-point program was drafted which made these recommendations to retailers:

1. Avoid all unjustifiable price increases in your own operations.

2. Resist unwarranted price increases in purchases from your sources.

3. Insist upon delivery of all confirmed and accepted orders at the prices agreed upon when such orders were placed.

4. Insist upon naming of a firm price when merchandise orders are being placed, thus refusing to countenance one of the most dangerous inflationary forces in retailing—the "blank check" method of buying.

5. Be careful in advertising and other promotions and through your selling agents to avoid any statement which might induce customers to buy merchandise in quantities larger than their current needs.

Tricolor Filters Higher After Nov. 1

The filter paper which is used in the Tricolor system of making coffee will now sell at 25¢ for a package of 125; 69¢ for 300 (formerly 50¢); and \$1.38 for 700 (formerly \$1.00). The increase will be made Nov. 1.

Heavy Response To Thor Price Promotion

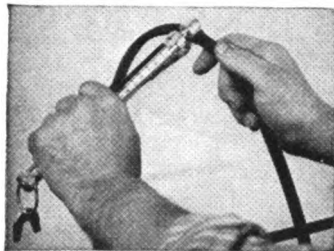
Thor Corp. reported that it had sold more of its Gladiron ironers in the six-weeks period beginning Aug. 11 than it had sold in the previous seven months. A special 30-day price reduction of \$20 a unit was held responsible for the sales spurt. The promotion, with a sale price

This is what you call **RACK-ing Up Profits**

**\$324.00 gross profit
from 3 sq. ft.**



Worthington "Profit-maker"—compact, combination-display-and-storage rack cuts inventory cost 75% due to interchangeable feature of QD Jr. hub and pulleys.



New, Convenient, Correct Way to Measure V-Belts

Beltmeter measures outside diameters
—you can match replacement belts
exactly.

The new display racks designed for Worthington QD Junior V-Pulleys and Worthington-Goodyear FHP V-belts . . . are scoring high in the profit column.

More sales from less inventory . . . more profit from less space . . . that's the secret. The Pulley display takes up just 1½ sq. ft. of counter space—in back are storage shelves. And the belt display, occupying only 1½ sq. ft., carries a sufficient assortment to handle over 70% of FHP requirements—no dead stock.

From only 3 sq. ft. of counter space, dealers are averaging \$324.00 gross profit based on four turnovers.

Contact your local Worthington jobber* and send the coupon for more information on the bigger profits with Worthington FHP Profit-Maker assortments.

**If you are a jobber, you're welcome, too, to investigate the profits in Worthington-Goodyear.*

A Complete V-Pulley and V-Belt Business in Less Space Than V-Belts Alone Usually Need!



Worthington-Goodyear SerVomatic — "help-yourself" display. "Space Miser" packaging reduces belts as long as 100 in. to overall packaged length of 15 in. Sizes clearly marked. Clear-vision inventory strips.

WORTHINGTON



MERCHANDISING DIVISION

*The Good Right Hand
of Industry*



Worthington Pump and Machinery Corporation
MVD Sales Division, Dept. N853, Buffalo, N. Y.

Please tell me how I can make higher profits
with Worthington V-Pulleys and Worthington-
Goodyear V-Belts.

NAME.....

COMPANY.....

ADDRESS.....

ARMSTRONG-BRAY GEAR and WHEEL PULLERS



Quickly and easily pull gears, wheels, pulleys and bearings off of shafts without damage or breakage.

Improved designs make them easy to set up and safe in use — the harder the pull the tighter the grip.

12 types, 40 sizes—2-arm, 3-arm, standard and special STEELGRIP Pullers with drop forged arms and heat treated screws as well as CHAINGRIP Universal Pullers that reach to considerable distances from end of shaft.

Write for Catalog

**ARMSTRONG-BRAY
& COMPANY**
5348 NORTHWEST HIGHWAY
CHICAGO 30, U.S.A.



Ask Any Craftsman What He Asks For?

He'll Say —

**EMPIRE
LEVELS**

Because Empire Levels, nationally advertised, are known the country over for extreme accuracy, and because Empire Levels have MORE and BETTER working features.



**This Means
HIGHER LEVEL
SALES FOR YOU!**

Empire Levels are available, in all sizes and types, to meet any job requirement for carpenters, masons, homecrafters, or any other mechanics that need a level. In aluminum alloy or wood frames. Empire adjustable vial cases, with or without frames.

Make sure you're ready when particular craftsmen ask for an Empire Level. Order now from your jobber, or write direct for complete information.



**EMPIRE LEVEL
MFG. COMPANY**
10930 POTTER ROAD
MILWAUKEE 13, WIS.

ADDRESS DEPT. HA.

of \$79.50 for the ironer, opened Sept. 18. However, heavy factory and distributor sales started Aug. 11 when advance notice of the promotion was sent to distributors and dealers.

Eureka Williams Had Big Sales Rise

Eureka Williams Corp., manufacturers of vacuum cleaners, oil heating equipment and waste food disposers, had net sales of \$10,700,000 in the fiscal year ending July 31, compared with \$7,400,000 in the previous fiscal year.

New Glass Fiber Tubing Made to Replace Steel

Development of a new glass-fiber tube and pipe material, designed as a replacement for steel and other critical war metals in many commercial applications, has been announced by United States Plywood Corp.

Known as Glasweld, this new product is claimed to have the strength of steel and is rust and corrosion proof. It is now available as piping in the oil and chemical processing industry and as tubing for the building, electrical and allied fields.

Glasweld is a laminated tubing in which glass fibers, in the form of cloth, mat or tape, are bonded with resins to develop a rugged tube impervious to extreme heat, chemical action and sledgehammer blows. Much of the research for Glasweld was done for the U. S. Navy, and it is already being used by the U. S. Army as well as in commercial applications.

Another 1,150,000 Houses To Be Heated by Gas

The addition of more than 3,000,000 new house heating customers in the next three heating seasons to the 7,217,000 customers who now use gas heating is expected by gas utilities, according to a survey just completed by the American Gas Association.

The survey also indicated that the gas companies will serve 1,150,000 more house heating customers in the 1950-1951 heating season than they did last winter. This will bring the total 9,400,000 residences, or over 40 pct of all dwelling

**Tightens loose furniture
WITHOUT taking it apart**

CHAIR-LOC
IT LEVELS WOOD JOINTS TIGHT

THE CHAIR-LOC COMPANY, Freeport, N.Y.



THE NEW Columbiana CAM-LOCK HYDRANT "Sold the World Over"

Here's a fast-selling new Cam-Lock Hydrant for use on pressure lines. Sturdily built with few moving parts, this Columbiana Hydrant has no springs to rust out. Its many new features include:
★ ONE-PIECE BRONZE VALVE BODY
★ NON-CORROSIVE VALVE ASSEMBLY
★ ANTI-FREEZE ACTION
★ CAM-LOCK HANDLE PREVENTS DRIPPING AND WATER WASTAGE
This is the lowest priced hydrant on the market. Established 1888.

Fig. H-1200 market. Write today for complete information.

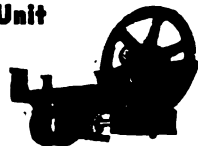
Columbiana PUMP CO., Columbiana, Ohio, U.S.A.

Electrify Your Hand Elevator with this Power Unit

Saves operator time and labor. "Lifts from 1,000 to 2,000 lbs. with ease."

Elevator Power Units. Electric Elevators. Dumb Waiters. Write for information and prices.

DAVIS & NEWCOMER
Electric Elevator Co., Fostoria, O.



SUNSHINE
REG. U.S. PAT. OFF.
**FRENCH PROCESS
CHAMOIS**
GENUINE OIL TAN
MADE IN U.S.A.
DOUBLE DUTY

★ EASIER TO USE
★ LASTS LONGER
★ CLEANS BETTER

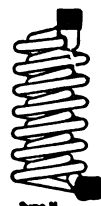
ASK YOUR JOBBER
FOR OUR
DOUBLE DUTY CHAMOIS
DOUBLE VALUE TO THE
CONSUMER

HOYT & WORTHEN TANNING CORP. HAVERHILL, MASS.

WATER HEATER REPAIR COILS

For old, new and obsolete heaters.
90 DIFFERENT MAKES
Single, Double, Triple, Instantaneous, Multi-Coil

Send for Catalog
DORMONT MFG. CO.
1314 High Street Pittsburgh, Pa.



Gripper Clips

Registered U. S. Pat. Office

Small and large sizes for holding tools, garden implements, kitchen utensils, etc. Nickel plated. Packed on cards 6 doz. to a box. Units (2 doz. large and 1 doz. small.) Retail at 10¢ each. Circulars on request.



• **GIBSON GOOD TOOLS, INC.**
Box 268 Orange, Mass., U.S.A. •

units being supplied with utility gas service.

Before the stepping up of the defense program, with impending steel allocations, the gas industry expected to add 950,000 house heating customers in the 1951-1952 heating season and another 900,000 such customers in the 1952-1953 season. The reporting companies indicated that approximately half of the gas heating additions were to be installed in new dwelling units with the other half representing conversions from other type of fuel.

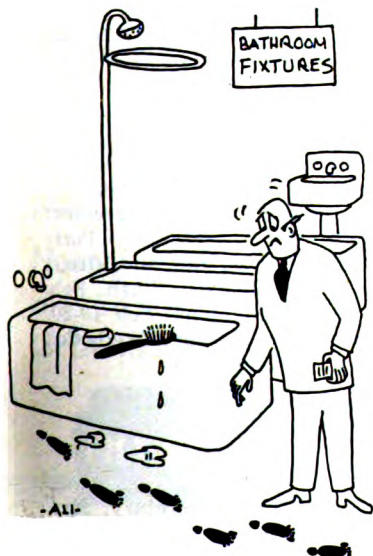
Expect Home Furnishings To Top 1948 Record Sales

A new record for retail sales of home furnishings will be set this year, according to Gen. Lawrence H. Whiting, president of the American Furniture Mart.

The old peak was set in 1948 when sales of home items totaled more than \$12,000,000,000. July retail sales of home furnishings were better than 30 pct above the July, 1949 level while wholesalers' sales were up almost 64 pct, he said. General Whiting said that the large disparity in the increase between wholesale and retail sales was due in part to stock piling by some stores of such goods as inner spring mattresses, chrome dinettes and some types of upholstered furniture. (Resume reading on page 15)

HARDWARE HUMOR

By Hardware Age



Here's the best file your customer can buy!



HELLER

NUCUT WAVY TEETH FILE

Reg. U. S. Pat. Off.

Pat. No. 2027039

... it's different

... it's patented

... it's the only file that gives double-duty filing action

In all sizes, shapes and cuts to meet every filing need.

Form No. 100 gives details. Write.

Ask For New Price List No. 200S



NUCUT File Display No. 202

18" wide x 23" high. No charge for display—pay only for files. Shipping weight 5 lbs.

Ask about our COMPLETE LINE of American Pattern, Swiss Pattern, Vixen Milled Curved-Tooth and Rotary Files, Rasps, Carpenters', Machinists', Tinners', Upholsterers', Bricklayers', Tilersetters', Blacksmiths' and Farriers' Hammers. Also Bricklayers' and Plasterers' Trowels, Craftmaster Scrapers, Chisels, Punches, Masterenches and other quality tools.



HELLER BROTHERS COMPANY

America's Oldest File Manufacturer

Newark 4, New Jersey

Newcomertown, Ohio

NEW "YANKEE"

Push Drill No. 45

Fast—that's the way the NEW "Yankee" No. 45 Push Drill works. Designed to speed drilling in wood or plastics. Ideal tool for craftsmen, hobbyists and handymen. Order NEW "Yankee" No. 45 Push Drills from your jobber . . . display them in this colorful Merchandiser . . . then watch them MOVE FAST.



"YANKEE"
No. 45 Push Drill

Rugged, dependable drill comes complete with magazine handle and eight drill points — 1/16th to 11/64ths. Improved chuck locks drill points in place. Flange on handle makes handy thumb rest.

Display three No. 45 Push Drills in this eye-catching No. 45M Merchandiser. It's your on-the-spot salesman that stops customers . . . makes sales.

NORTH BROS. MFG. CO.
Philadelphia 33, Pa.

"YANKEE" TOOLS NOW PART OF **STANLEY** THE TOOL BOX OF THE WORLD
Reg. U.S. Pat. Off.



Hardware and allied trade events up-to-date in each issue of Hardware Age

National Events

Housewares and Home Appliance Manufacturers' Exhibit, Jan. 18-25 at the Navy Pier, Chicago. A. W. Buddenberg, National Housewares Manufacturers Assn., 1140 Merchandise Mart, Chicago 54, secretary.

International Heating and Ventilating (Air Conditioning) Exposition, Jan. 22-26, Commercial Museum, Philadelphia, Pa. Charles F. Roth, 480 Lexington Ave., New York, N. Y., Manager.

National Sportsmen's and Vacation Show, Feb. 7-25, Grand Central Palace, New York City.

Regional Events

Ace Hardware Corp. convention and exhibit, Jan. 29-31, Stevens Hotel, Chicago. E. G. Lindquist, Ace Hardware Corp., 2355 S. Blue Island Ave., Chicago 8, secretary.

American Hardware Supply Co. Merchandise Fair and Stockholders' Meeting, Jan. 29-30 at company headquarters, 41 Terminal Way, South Side, Pittsburgh 19, Pa. Wm. M. Stout, executive vice-president and general manager.

Buffalo Sports and Boat Show, March 10-18, 65th Regiment Armory, Buffalo, N. Y.

Builders' Hardware Conference (Pacific Coast), April 24-26 at Victoria, B. C., sponsored by Districts 18, 19, and 20 of the National Contract Hdwe. Assn. and the American Society of Architectural Hdwe. Consultants. Managing director, John R. Shoemer, 420 Madison Ave., New York City.

Chicago International Sports and Outdoor Show, March 2-11, Inter-

national Amphitheatre, Chicago.

Coast-to-Coast Stores annual meeting, Feb. 3-7 at Nicollet Hotel, Minneapolis, Minn. Mastercraft convention for sales people, April 16-17. York Langton, trade extension manager, Coast-to-Coast Stores Central Organization, Inc., 43 Main St. S.E., Minneapolis, Minn.

Cotter & Co. Stockholders' Meeting and Spring Merchandise Show, Feb. 5-6 at company headquarters, 365 E. Illinois St., Chicago 11.

Detroit Congress Sportsmen's and Detroit News Travel Show, March 31-April 8, State Fair Grounds, Detroit, Mich.

Hardware Wholesalers, Inc., Fort Wayne, Ind., Fall dealer convention, Nov. 1-2, Fort Wayne.

Marshall-Wells Stores, Congresses: Duluth, Minn., Feb. 5-7; Portland-Seattle (at Portland, Ore.), Feb. 12-14; Spokane, Wash., Feb. 15-16; Billings, Mont., Feb. 19-20. Sponsored by Marshall-Wells Co., Duluth 1, Minn.

State Events

Alabama Retail Hdwe. Assn., annual convention and exhibition, April 24-25 at Admiral Semmes

Hotel, Mobile. Secretary, Mrs. Euna G. Ramsey, 509 N. 19th St., Birmingham 3.

KIDS CALL THEM

The Fastest in Town!

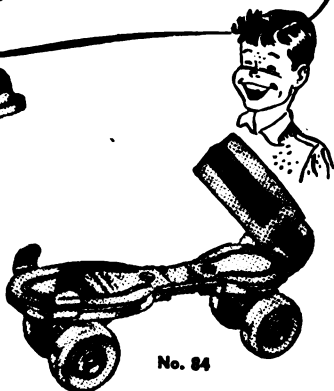
GLOBE

FAST SKATES for FAST SALES



No. 36

No. 36—A volume-seller. Quality built but popularly priced. 8 ball bearing wheels, welded chassis, rubber shock absorbers and other features. Attractively packaged.



No. 84

No. 84—The 500-mile guaranteed skate! Highest quality features including double-row, one-piece heavy steel wheels with 16 ball bearings each and sponge rubber in-step pads. Colorful packaging.

BRING KIDS TO YOUR STORE THE EASY GLOBE-UNION WAY—Write for Details!

GLOBE-UNION INC., Milwaukee 1, Wis.

Eastern Sales Office: SOLLMANN & WHITCOMB
200 Fifth Avenue • New York 10, N. Y.

No. 97—Standard model with balloon type plain bearing wheels.
No. 197—Juvenile model similar to No. 97 but with toe straps.
No. 75—Fast selling beginners skate, with laced leather toe straps.
No. 63—Designed for the "in between" selling range. Quality features.
No. 42—High quality at a reasonable price. Colorfully packaged.
No. 100—Jack-n-Jill Bled Skates. A sure-fire winter seller.



The Gift for Gunners

This handy kit contains every Hoppe Product that any shooter needs for the complete cleaning, care and protection of his guns—Solvent, Patches, Oil and Gun Grease—and each of the best.

Hoppe's Gun Cleaning Pack

will appeal to any gift seeker who wants a thoughtful, useful gift. Order a supply from your jobber NOW and put The Pack on display early.

FRANK A. HOPPE, INC.

2314A North 8th St.

Philadelphia 33, Pa.

CHAMPION



No. 9206-H

Mail Boxes

• Dull black enamel finish. Cast Aluminum, equipped with brass magazine rack. Packed with brass screws.

The entire box is rust-proof. Will last a lifetime.

Nearly all hardware jobbers handle some products in the big CHAMPION line.

The
CHAMPION HARDWARE CO.
GENEVA, OHIO

If it's a CHAMPION it's a winner



WRITE FOR YOUR FREE COPY TODAY

See the latest additions to America's favorite line of Minnow Buckets and Tackle Boxes. Gives size, capacity, etc., of all Stratton & Terstegge Tackle Boxes, Bait Boxes, Minnow Buckets.

IT'S IN FULL COLOR
You'll see the new My Buddy "Alligator" in Royalite . . . the finest tackle box ever made. (Royalite is the amazing new war-born material that sets a new standard in tackle box construction.)
Get your copy today



Ask for catalog No. H150

Manufacturing Division

STRATTON & TERSTEGGE CO., Inc.

P. O. Box 1859 Louisville, Kentucky

Victor traps

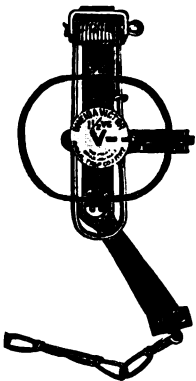
YOUR BEST BET
FOR Bigger SALES

This is the time to feature the sales-producing line of Victor Traps. These consistent sellers "pay-off" in a handsome, money-making way!

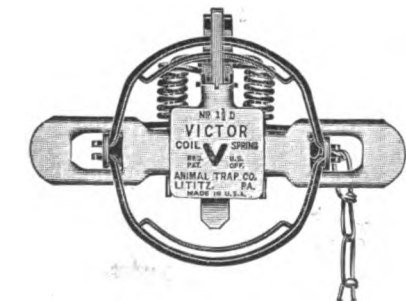
Trappers know that Victors have what it takes to hold their catch—that's why they buy them time and time again. Today there's big money in mink... so prominently display these three Victors. Your customers will want them—and buy them!



No. 1 1/2 Onelda Jump—for mink—also marten, skunk and opossum. Single spring. Jaw spread, 5 1/2".



No. 1 1/2 VG Victor Step-Less—for mink—also marten, muskrat, skunk and raccoon. Jaw spread 4 1/2".



No. 1 1/2 D Onelda Victor Coil—double jaws for mink—also muskrat, raccoon, skunk. No. 1 1/2 with plain jaws. Jaw spread 4 1/2".

Better check your stock of these and all other Victor Traps... reorder from your jobber and "latch-on" to some good, profitable business.

ANIMAL TRAP COMPANY OF AMERICA
Lititz, Pa. • Pascagoula, Miss.

Arkansas Retail Hdwe. and Impl. Assn., convention and exhibit, Feb. 18-19, Little Rock, Ark. Headquarters, Lafayette Hotel. Exhibit, Robinson Memorial Auditorium. Secretary, Wayne Tisdale, Lafayette Hotel, Little Rock.

California Retail Hdwe. Assn., convention and exhibit, Feb. 19-22, Fairmount Hotel, San Francisco. Secretary, LeRoy Smith, 1355 Market St., San Francisco.

Connecticut Hdwe. Assn., convention and exhibit, Jan. 24, Stratford Hotel, Bridgeport. Secretary, Ned Russell, Harris Hdwe., Southport.

Florida and Georgia Retail Hdwe. Assns. joint convention and exhibit, May 7-9, Geo. Washington Hotel, Jacksonville, Fla. Secretary, William W. Howell, Waycross, Ga.

Illinois Retail Hdwe. Assn., convention and exhibit, Jan. 30-Feb. 1, State Armory Bldg., Springfield. Secretary, Wm. W. Ewert, 1194 Merchandise Mart, Chicago 54.

Indiana Retail Hdwe. Assn., convention and exhibit, Jan. 30-Feb. 1, Indianapolis. Headquarters, Hotel Lincoln. Exhibit, Murat Temple. Secretary, G. F. Sheely, 333 N. Pennsylvania St., Indianapolis 4.

Intermountain Assn. convention, Jan. 26-27, at the Hotel Utah, Salt Lake City. Secretary, Leon L. Weeks, 224 Continental Bldg., Boise, Idaho.

Iowa Retail Hdwe. Assn., convention and exhibit, Feb. 6-9, Des Moines. Headquarters, Hotel Savery. Exhibit, Iowa Exhibit Bldg., State Fair Grounds. Secretary, P. R. Jacobson, Mason City.

Kentucky Retail Hdwe. Assn., convention and exhibit, Feb. 6-8, Brown Hotel, Louisville. Secretary, D. W. Laws, 501 Republic Bldg., Louisville.

Louisiana Retail Hdwe. Assn. convention, March 11-13, at the Evangeline Hotel, Lafayette. Secretary, David O. Mansfield, 226 S. State St., Jackson, Miss.

Michigan Retail Hdwe. Assn., convention and exhibit, Jan. 16-18, Detroit. Headquarters, Statler Hotel. Exhibit, Convention Hall. Secretary, Harold W. Schumacher, 1916 Olds Tower Bldg., Lansing.

Minnesota Retail Hdwe. Assn., convention and exhibit, Jan. 23-25, Minneapolis. Headquarters, Curtis Hotel. Exhibit, Auditorium. Secretary, C. J. Christopher, 2110 Nicollet Ave., Minneapolis 4.

Missouri Retail Hdwe. Assn., convention and exhibit, March 6-7, Jefferson Hotel, St. Louis. Secretary, M. E. Pohlman, 812 Olive St., St. Louis.

Montana Impl. & Hdwe. Assn., convention, Nov. 2-4, Hotel Florence, Missoula. Secretary, Norman O. Blevins, P. O. Box 1152, Helena.

Mountain States Hdwe. and Impl. Assn., convention, Jan. 23-25, Cosmopolitan Hotel, Denver, Colo. Secretary, Francis W. Reich, 1233 Spruce St., Boulder, Colo.

Nebraska Retail Hdwe. Assn., convention and exhibit, Feb. 13-15, Omaha. Headquarters, Paxton Hotel. Exhibit, Auditorium. Secretary, C. A. McCoy, 325 Insurance Bldg., Lincoln 8.

New England Hdwe. Dealers' Assn., convention and exhibit, Feb. 20-22, Statler Hotel, Boston, Mass. Secretary, Russell B. Mueller, 185 Dartmouth St., Boston 16.

New York State Retail Hdwe. Assn., convention and exhibit, Feb. 27-March 1, Buffalo. Headquarters, Statler Hotel. Exhibit, Auditorium. Secretary, Nicholas H. Kiley, 904 Hills Bldg., Syracuse 2.

North Coast Retail Hdwe. Assn., convention, Feb. 11-13, Olympic Hotel, Seattle, Wash. Secretary, D. D. Stewart, 714 American Bldg., Seattle 4.

Ohio Hdwe. Assn., convention and exhibit, Feb. 13-15, Cleveland. Headquarters, Statler Hotel. Exhibit, Auditorium. Secretary, John B. Conklin, 198 S. High St., Columbus.

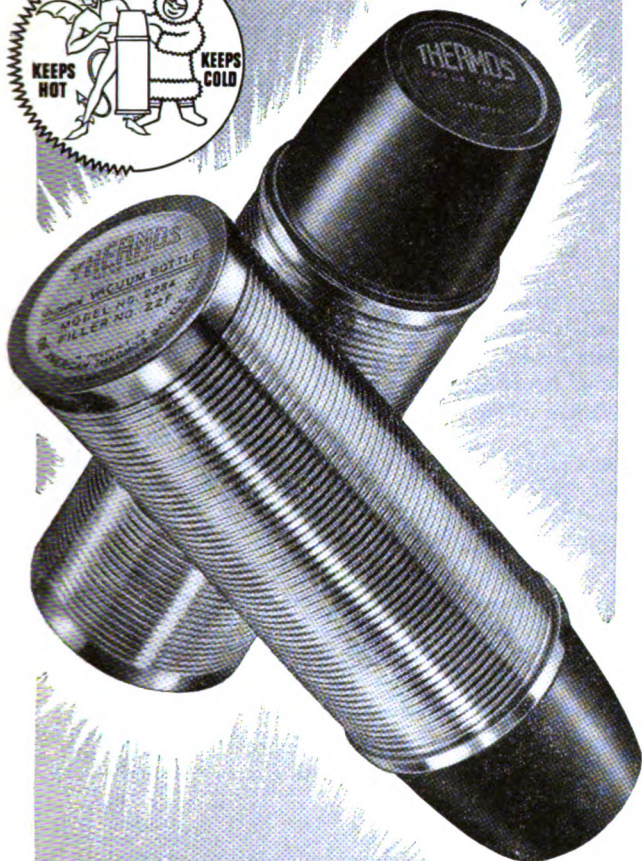
Oklahoma Hdwe. and Impl. Assn., convention and exhibit, Feb. 6-8, the Auditorium, Oklahoma City. Secretary, R. K. Thomas, 711 Wright Bldg., Oklahoma City 2.

Pacific Northwest Hdwe. & Impl. Assn., convention, Nov. 1-3, Multnomah Hotel, Portland, Ore.; Nov. 5-7, Davenport Hotel, Spokane, Wash. Secretary, J. B. Channing, 615 Empire State Bldg., Spokane.

Pennsylvania and Atlantic Seaboard Hdwe. Assn., convention and exhibit, Feb. 6-9, Philadelphia. Headquarters, Bellevue-Stratford Hotel. Exhibit, Convention Hall. Secretary, W. Glenn Pearce, 1616 Walnut St., Philadelphia 3.

South Dakota Retail Hdwe. Assn., convention and exhibit, March 13-15, Sioux Falls, S. D. Headquarters, Cataract Hotel. Exhibit, Coliseum. Secretary, O. R.

Start at the Top



or at the bottom



Show your customers the trade-mark "Thermos" on the bottom of the vacuum bottle—or on the top—it's a most important feature in making the sale.

Your customers know this famous trade-mark, respect it. Thermos has been a good friend, a constant companion, a source of pleasure and convenience for millions for many, many years.

And names like "Thermos" mean much to your own good name. They add prestige, establish dependability, constantly build goodwill.

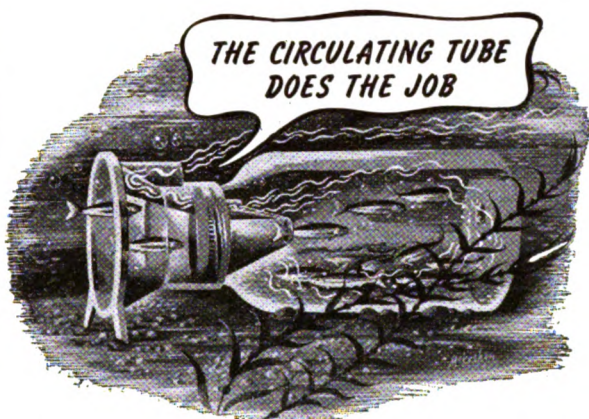
THERMOS
TRADE-MARK REG. U.S. PAT. OFFICE

The vacuum bottle everybody asks for

THE AMERICAN THERMOS BOTTLE CO., NORWICH, CONN.
Thermos Bottle Co., Ltd., Toronto Thermos Limited, London

BE PREPARED! MO-MEES MINNO-MASON

The Perfect Minnow Trap



Get Your Share of the Extra Sales!

LIST
PRICE

\$1.00

FAIR TRADE
ANTICIPATED

U. S. Pat. No. 2465812

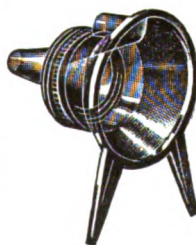
STOCK No. M-100

Packed 6 in carton, wt. 2 lbs.

Packed 1 doz. in carton, wt. 4 lbs.

48 in case (4 or 8 cartons), wt. 18 lbs.

The Mo-Mees Minno-Mason, made of durable polystyrene plastic, is an entirely new kind of trap . . . designed to catch fresh minnows in only a few minutes. A patented, special tube creates perfect water circulation inside the jar—a natural invitation that minnows cannot resist! The Mo-Mees Minno-Mason will fit any mason jar and can be carried in tackle box . . . A "must" for every fisherman.



Nationally advertised in leading sports and outdoor magazines—over 3,000,000 messages to fishermen. Write today for your Free Sample, and please send us name of your favorite jobber.

CHAMP-ITEMS, INC.

6191 Maple Ave., St. Louis 14, Mo.

New GENERAL CATALOG
NOW AVAILABLE!



- The most complete Industrial Jack line
- Full data on all types and sizes
- Time and money-saving use and application recommendations
- Shows all construction features and specifications

Write for your copy of this valuable free catalog today!

Simplex
LEVER • SCREW • HYDRAULIC
Jacks

and Center-Hole Hydraulic Pullers
TEMPLETON, KENLY & CO.
1088 S. Central Ave., Chicago 44, Illinois

NOW! FOR EVERY HARDWARE STORE



Homko POWER MOWER

With the Amazing New Automatic Clutch Control

ALSO AVAILABLE WITH A MECHANICAL CLUTCH

New! Outstanding! Building your profits to new heights—for HOMKO has all those features your customers have been clamoring for! Automatic operation—no gadget or lever to use! Walking speeds are easily regulated by engine acceleration. Massive rubber tired wheels with a choice of standard, or over-size tires for high cut of grass. Easy storage. Write today and learn how you can profit with HOMKO Lawn Equipment!

Built-in Recoil Starter available at slight additional cost.

18" to retail under \$90
20" to retail under \$100
24" to retail under \$150

DEMAND
DEPENDABLE
Homko
TRULY A
QUALITY
PRODUCT

CHOICE OF
BRIGGS OR
CLINTON
ENGINE

WESTERN TOOL & STAMPING CO.
2725 SECOND AVENUE DES MOINES 13 IOWA

Baily, 300 S. Jefferson Ave.,
Sioux Falls.

Southern California Retail Hdwe. Assn., convention and exhibit, Feb. 20-22, Long Beach. Headquarters, Wilton Hotel. Exhibit, Auditorium. Secretary, A. C. Kammeier, 416 W. 8th St., Los Angeles 14.

Texas Hdwe. and Impl. Assn., convention and exhibit, Jan. 15-17, San Antonio. Headquarters, Plaza Hotel. Exhibit, hotel and Transit Tower. Secretary, R. M. Souder, 822-23 Texas Bank Bldg., Dallas 2.

Tri-State Hdwe. and Impl. Assn., convention, Feb. 12-13, Herring Hotel, Amarillo, Tex. Secretary, M. D. Shepherd, Canyon, Tex.

Virginia Retail Hardware Assn., convention and exhibit, March 27-29, Roanoke. Headquarters, Hotel Roanoke. Exhibit, American Legion Auditorium. Secretary, G. T. Omohundro, Jr., Scottsville, Va.

Western Retail Impl. and Hdwe. Assn., convention and exhibit, Jan. 15-18, Municipal Auditorium, Kansas City, Mo. Secretary,

William J. Shaw, 3915 Main St., Kansas City, Mo.

West Virginia Hdwe. Assn., convention and exhibit, Feb. 18-21, Daniel Boone Hotel, Charleston. Secretary, James C. Fielding, 1628 McClung St., Charleston.

Wisconsin Retail Hdwe. Assn., convention and exhibit, Feb. 6-8, Milwaukee. Headquarters, Hotel Schroeder. Exhibit, Auditorium. Secretary, H. A. Lewis, Stevens Point.

Remembers Customer Birthdays

Everyone likes to be remembered on his birthday. An alert merchant gives each new customer a card which asks him to list the day of his birthday, so that the store will remember him with a greeting. It is surprising how many people fill out these cards and leave them at the store. The merchant has built a splendid mailing list over the years by use of this card. The yearly mailing of a birthday card builds goodwill, he says, and eventually results in one or more purchases by the recipient.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233)

OF **HARDWARE AGE**, published bi-weekly at Philadelphia, Pa., for September 18, 1950.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Chilton Co., Inc., 100 East 42nd Street, New York 17, N. Y.; Editor, William A. Phair, 100 East 42nd Street, New York 17, N. Y.; Managing Editor, Kenneth A. Heale, 100 East 42nd Street, New York 17, N. Y.; Publisher and Business Manager, Leonard V. Rowlands, 100 East 42nd Street, New York 17, N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also almost immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

Holders of more than 1 per cent of the capital stock outstanding of Chilton Company, Inc. Mary M. Acton, 260 Sycamore Avenue, Merion Station, Pa.; C. S. Baur, Thomas Jefferson Apts.—B-51, 69-11 Yellowstone Blvd., Forest Hills, New York; Mrs. Beulah Fahren-dorf, 59 Drake Road, Scarsdale, New York; Dorothy S. Johnson, 1115 Fifth Avenue, New York, N. Y.; Mabel M. Musselman, 260 Sycamore Avenue, Merion Station, Pa.; John Blair Moffett, 1608 Walnut Street, Philadelphia, Pa.—Agent for J. Howard Pew, J. N. Pew, Jr., Mabel P. Myrin, Mary Ethel Pew; Ethel G. Breen, Trustee u-w of Charles W. Anderson, Old Greenwich, Conn.—Beneficiaries: Robert C. Anderson, Percival E. Anderson, Charles W. Anderson, Jr., Annie L. Clark; Elizabeth J. Bailey and Ellwood B. Chapman, Trustee Estate of James Artman, De-

ceased, 930 Real Estate Trust Building, Philadelphia, Pa.—Beneficiaries: Franklin Artman, Vera Watters, Alvin C. Artman, Elizabeth J. Artman, Marlon A. Pratt, George H. Pratt, by assignment, Edwin Moll, by assignment; Frederick S. Sly, 149-40 35th Avenue, Flushing, Long Island, New York; Mabel M. Musselman, Mary M. Acton & John Blair Moffett, Trustees u-w of Clarence A. Musselman, Deceased, 1608 Walnut Street, Philadelphia, Pa.; Charlotte M. Terhune, 160 E. 48th Street, New York, New York.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was (This information is required from daily, weekly, semi-weekly, and tri-weekly newspapers only.)

LEONARD V. ROWLANDS
Publisher and General Manager.
Sworn to and subscribed before me this 18th day of September 1950.
Mae A. Katzenmaier
My commission expires March 30, 1952.

CLARK GEM FLUE STOPPERS



FRONT



BACK

Featuring:

Attractive assortment of pictures lithographed on metal blanks permanently clenched into the face of the flue stoppers. Folding wire fasteners attached to slots raised from the metal of the blank.

	Blank Diameter	Fasteners	Shipping Weight
#3 Ivory	8-17/64"	6" or 7"	Per Doz. 3 lbs. 7 oz.
#8 Ivory	9 3/4"	7" or 8"	Per Gross 43 lbs. 62 lbs.

Packing—1 dozen per carton, 1 gross per case

Order from Your Wholesaler, or Write Us for Reference

J. L. CLARK MANUFACTURING CO., ROCKFORD, ILLINOIS

FAMILY WEEKLY WASH

in a 4' x 4' high sq. area



60 FEET OF CLOTHESLINE

COMPLETELY ASSEMBLED . . . Ready for instant use
FOOT FOR FOOT, holds more clothes than any other dryer
OUTDOORS—May be moved with wash
INDOORS—Dry wash when it's raining outside
FOLDS AWAY! No weather deterioration
LIGHT! Weighs only 5 lbs.
STRONG! Ruggedly built
INDIVIDUALLY PKGD. in corrugated boxes. Guaranteed

Retail price
only \$3.98

REGULAR RETAILER DISCOUNTS—JOBBER SOLICITED

HERBLINE CLOTHESLINE

159 N.W. 20th Street

Miami, Florida

West Coast Distributor—Gale Brokerage Company, 699 Second St., San Francisco, Calif.

Drawer Headquarters

New Separator Improves Steel Drawer Use



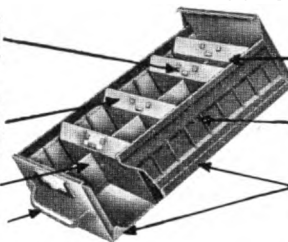
- Parts roll easily into hand
- Label Holder has topmost visibility
- Tilt divider stops hand injuries
- World's strongest drawer with more efficient features

Label holders instantly visible on front, each cross divider, and rear end of drawer.

Slanted back tops on cross dividers—makes small parts roll into hand and easy to see labels.

Lengthwise dividers—full length.

Handy rounded convenient handle.

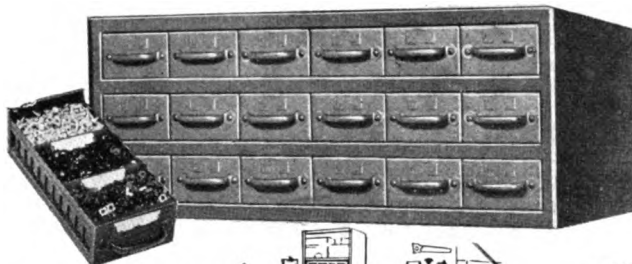


Extra dividers may be added on 1" centers.

Adjustment of dividers made easy by dust proof adjustment grooves.

One piece construction—front, bottom, back, with all welded sides.

Every Type Drawer Cabinet • Sizes 8 to 108 Drawers



No. 11 — EQUIPTO'S most popular item. Width 34"; height 13 3/4"; depth 12". Each of the 18 boxes comes equipped with 2 adjustable and removable cross dividers making 3 compartments per box. This makes a total of 54 adjustable compartments. Olive green baked enamel finish.

Stock Rooms
Shipping
Depts.

Homes
Basements

Under Benches
Counters or
Sales Tables

No. 1092 — Size 7' x 3' x 1'; 108 drawers, 324 adjustable compartments. Frame is of high carbon angles making the strongest of drawer units—none finer. Drawers slide on flat surface with no bolts or fasteners to interfere. Olive green baked enamel finish.

For Large
Quantities of
Small
Parts at
Your
Finger
Tips



PROMPT
DELIVERY

WRITE FOR FREE 24-PAGE CATALOG

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715 PRAIRIE
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Phone AURORA 9231

DIVISION OF AURORA EQUIPMENT CO.

OUR 38th YEAR

NEWELL *Streamliner* SCREEN AND STORM DOOR CLOSER



**You saw this
at the
Builders' Hardware
Show
at St. Louis**

**NEWELL
E-ZE...
LATCH
No. 010**

Above illustration shows
E-ZE Latch attached to door.

Here's a DOOR CLOSER
and a LATCH . . .

WHICH PRACTICALLY SELL THEMSELVES!

The Newell Streamliner has a Universal torsion spring, requiring no change of hand when attaching to either right or left-hand opening doors. Handsome in appearance, finished in two-tone baked enamel or aluminum.

+ + +

The Newell E-ZE Latch was developed to fill the need for a positive, easy-working device. Latch bolt operates on ball-bearing. Beautifully finished in Brass.

The NEWELL MANUFACTURING CO.
LOWELL, MICHIGAN

Simplify Your Stock Taking with the

HARDWARE AGE WHITE INVENTORY SHEETS

Actual size of sheets 9 3/4 by 12 inches over all; writing area 8 1/2 by 11 1/2 inches. Sheets printed on both sides of white paper, with 28 entry lines on each side. PRICE \$1 for 160 sheets (320 pages) plus 25¢ mailing charge.

[illegible]

You can make your annual inventory taking an easier, surer job by using the HARDWARE AGE WHITE INVENTORY SHEETS which 1,000 leading retail hardware dealers helped us design.

From the many suggestions received this sheet was designed to sell at a new low price—160 sheets for only \$1, plus a 25c mailing charge. As these sheets are printed on both sides of good white bond paper, this means you really get 320 pages of inventory record sheets. Each side of the sheet has room for 28 items. Your \$1.25 investment provides inventory space for 8,960 items.

During the past years, thousands of retail hardware dealers and wholesalers have used millions of **HARDWARE AGE** Inventory Sheets because they have found them simple, convenient and handy to use. The **WHITE INVENTORY SHEETS** are the best ever—they are even more simple, more convenient and easier to use. Our

entire effort was directed toward making your annual inventory taking an easier and surer undertaking.

These **WHITE INVENTORY SHEETS** will fit the regular **HARDWARE AGE** Inventory Sheet Binder, which are used by thousands of dealers who reorder their Inventory Sheets from us year in and year out.

Due to the exceptional low price at which these sheets are sold and which applies to the United States and its possessions only, please have your money order or check accompany your order.

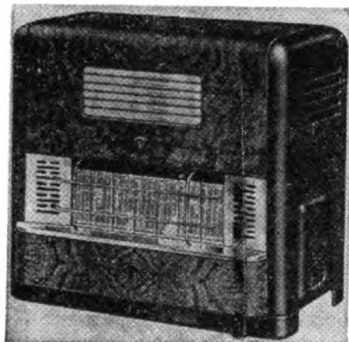
Makes your inventory taking this year easier and surer with these WHITE INVENTORY SHEETS. Order your supply today from HARDWARE AGE, 100 E 42nd St., New York 17, N.Y.

Martin

To stimulate fall sales
feature a complete line of

GAS SPACE HEATERS

made by Martin



Model V170

5 Vented Circulators—3 Vented Radiant Circulators—All Vented Models of 50,000 BTU and Over Optional with Fans.

Martin Gas Heaters are outstanding in performance, engineering and design. Finished in beautifully grained porcelain, with all-seam welded inner unit, these heaters sell not only because they look so well in the home but because of the long dependable service they give. Besides these Vented Heaters, Martin also manufactures 20 Unvented Models from 10,000 BTU to 50,000 BTU. All Martin Heaters are AGA approved and use Natural, Liquefied and Manufactured gases. Write your jobber or factory for complete, illustrated catalog.



Martin

STAMPING & STOVE CO.
HUNTSVILLE, ALA.

Emblem of
45 Years' Experience

SELL SOL-O-LITE



Plastic Storm Door and Window Coverings. Kit Complete, Ready to Install. \$1.00 Per Window.

- SOL-O-LITE**—Extra Heavy—Wax Cloth—Retail Price 48c per sq. yd.
- GLAZ-FABRIK**—Wax Cloth—High Grade—Retail Price 40c per sq. yd.
- NU-V-GLASS**—Transparent—Laminated—Retail Price 60c per sq. yd.
- GLAZ-SCREEN**—10 Mesh—Bright Galvanized Wire—Plastic Coated—Retail Price 13c per sq. ft.
- GLAZ-SCREEN**—14 Mesh—Galvanized Wire—Plastic Coated—Retail Price 16c per sq. ft.
- GLAZ-SCREEN**—Large Mesh—Bright Galvanized Wire Mesh—Plastic Coated—Retail Price \$1.00 per sq. yd.

SOL-O-LITE Manufacturing Co.
4301 W. North Avenue
Chicago 39, Illinois
PIONEERS OF 24 YEARS PRODUCING WINDOW MATERIAL



Fire-Safe Handles

**CONVENIENT
TO BUY
PROFITABLE
TO SELL**

VACO

**BREAK-PROOF
SHOCK-PROOF**
Screw Drivers

No matter what screw driver your customer wants... you can sell it to him when you carry VACO! With more than 250 styles and sizes in the line, you need never miss a sale. And quality, price and margin of profit are perfect. You can't sell a better driver... blades are to U. S. Government standards, the comfortable Amberyl handles are slo-burning... prices are competitive... you get your full markup on every sale!

SPECIAL DRIVERS

In addition to giving you the widest selection of the best drivers Vaco knows how to build, Vaco brings you many fast turnover special drivers such as the famous Duplex "Reversible" combination Phillips and regular blade driver.



SPECIAL KITS

Here's another famous Vaco sales-builder... the No. ZB 50 Phillips—regular 5-in-1 screw driver kit. A wonderful gift item with excellent dollar volume.



SPECIAL DISPLAYS

Vaco brings you more displays than anyone else in the business! To show 'em is to sell 'em... and means more money in your pocket!



FREE 30-PAGE CATALOG

Beautiful! Authentic! Easy-to-read! A gold mine of information that makes ordering simple as A, B, C. No hardware store should be without one. Write for yours today.



317 E. Ontario St., Chicago 11, Illinois

In Canada: Vaco Lynn Products Co. Ltd.
1212 Notre Dame St. W., Montreal 3, Quebec



MORE THAN 250 STYLES AND SIZES



STOVE PADS

"The Complete Line" that SELLS!



CHROMIUM

NU-TOP CHROMIUM plated stove pads are proven profit makers that are tops in consumer popularity. They feature asbestos backing, exclusive NU-ROUND mar-proof corners and a long-lasting triple-plated finish. Available in a variety of popular sizes.

Exclusive!

For the first time a one-piece rounded corner that is guaranteed not to mar, scratch or cut any surface.



THE METALOID COMPANY

5815 KINSMAN ROAD

CLEVELAND, OHIO

In Canada: 3 Wellington Street, Toronto, Ontario

TOP-OFF GETS INSIDE QUICK



OPENS ANY SIZE SCREW-TOP JAR

A ready seller for a tough opening job in the kitchen. An item that customers pick up, test and buy on their own. Free colorful counter display.

THINK OF
Edlund
for
BETTER KITCHEN TOOLS

EDLUND COMPANY

BURLINGTON, VT

There's only ONE LISTO

The Marking Pencil That Writes on EVERYTHING!



FROM pans to paint cans, from wrenches to wheelbarrows, from pottery to pumps LISTO WRITES ON EVERYTHING a hardware store has to sell! Plainly marked prices help in selling, save salespeople's time! LISTO writes on wood, metal, glass, rubber, canvas, cardboard, cellophane, enamel, porcelain, oilcloth, linoleum.

Ask your jobber, stationer or paper supplier for LISTO!

EXTRA HEAVY LEADS THAT DON'T BREAK

in 6 colors

Red Brown
Blue Green
Black Yellow

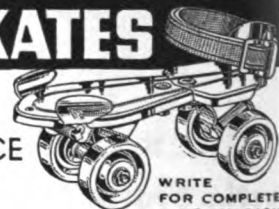


LISTO PENCIL CORPORATION, ALAMEDA, CALIFORNIA
IN CANADA: LISTO PRODUCTS, LTD., VANCOUVER, B. C.

KINGSTON ROLLER SKATES

First

IN THE
POPULAR PRICE
MARKET



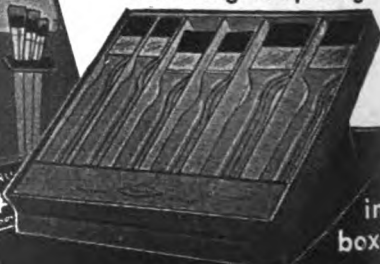
WRITE
FOR COMPLETE
INFORMATION

KINGSTON PRODUCTS CORP., Hwd. Div. 10B, Kokomo, Ind.

on cards

BRUSHES

Touch-Up Bronzing
Marking Varnishing
Enameling Lacquering



Send for Descriptive Folder.
Order from your Jobber

M. GRUMBACHER

464 WEST 34th STREET NEW YORK 1 NEW YORK


ROUND
ROSETTE
STAR

Only
PLAS-T-CAP
HAS 7 EXCLUSIVE
PROFIT
FEATURES

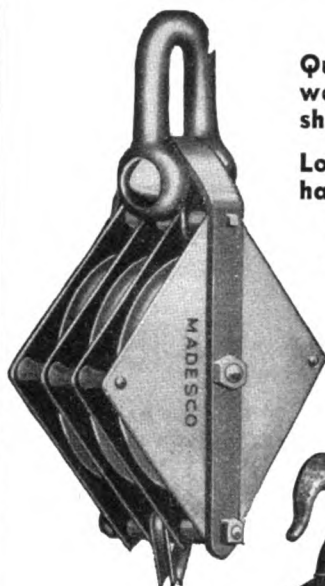


1. TACK LIFTER IN EVERY PACKAGE
2. 3 FAST SELLING STYLES
3. 21 DECORATOR COLORS
4. **SAFE** NO MORE BROKEN FINGER NAILS
PIN WILL NOT PRESS THRU HEAD
5. **NATIONALLY ADVERTISED**
FULLY VISIBLE
6. **ONE DOZEN PACKAGE**
7. **4 DOZEN DISPLAY UNIT**

Write Today For Complete Information and Samples

SHELTON TACK CO.
 WATERBURY TACK DIV. SHELTON, CONN.

Your Service
 + Our Service
 = **CUSTOMER SATISFACTION!**

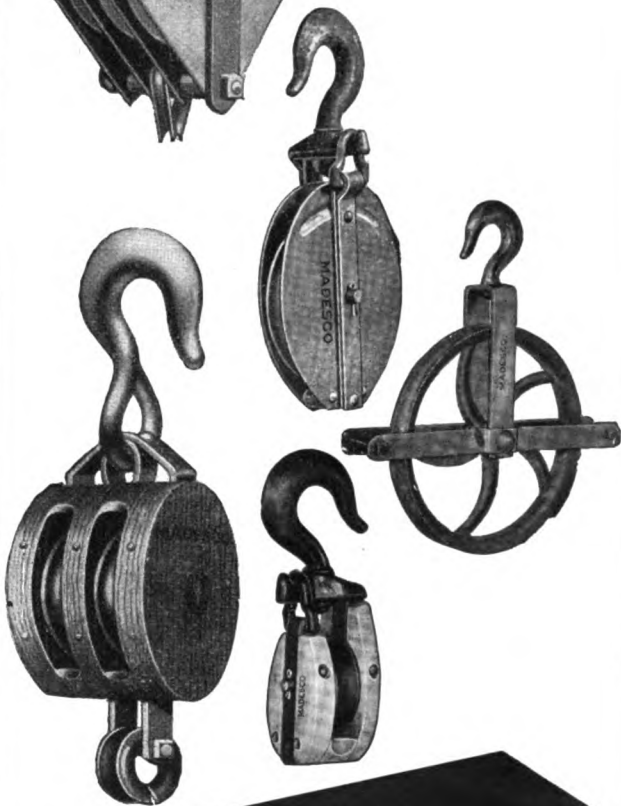


Quality materials, good workmanship, prompt shipments—is our part.

Local service, prompt handling—yours.

Our handy detailed catalog can be a good selling aid. Do you have one on hand?

We shall be glad to send you a copy.



FEDERAL Practical HOUSEWARES
Are Ready for the HOLIDAYS!

Over 6,000,000 people will have an opportunity to see the advertisement on these items during November

No. 516 SHORTENING MEASURE
Adjustable shortening measure from 1 tablespoon to ½ cup provides quick and accurate measuring. Made of strong STYRON plastic. Available in red, yellow, green. Only 49c



No. 573 DELUXE NUT MEAT CHOPPER
Use for all recipes calling for chopped nuts. A storage jar, a chopper, a measuring cup and a dispenser—all in one. Only 50c



No. 295 DELUXE ONION CHOPPER
For chopping onions, eggs, giblets, liver, parsley, celery and small vegetables. Perforated construction assures cleanliness and eliminates lingering odors. Rust-proof chopper blades. Cup has aluminum cover and graduated measure. Price 50c



GOOD HOUSEKEEPING will carry our advertisement on these holiday cooking items to their 3,078,656 readers.

BETTER HOMES & GARDENS' circulation will add another 3,290,422 readers.

Make it a "holiday for sales" with these quality kitchen necessities by ordering or re-stocking an adequate supply NOW!

STYRON

FEDERAL Practical HOUSEWARES

Representatives in Boston, New York City, Canandaigua, N. Y., Philadelphia, Atlanta, Seattle, Minneapolis, Kansas City, Memphis, Denver, Louisville, Dallas, Chicago, Detroit, Pittsburgh, Minneapolis, Emmitsburg, Md., St. Louis, Honolulu and San Francisco.

For complete details see your jobber, our representative or write for illustrated catalog sheets and price list.

FEDERAL TOOL CORP., 3600 W. PRATT BLVD., CHICAGO 45

MADESCO
TACKLE BLOCK COMPANY

Over a quarter century of service

EASTON, PENNSYLVANIA

SELL ARISTO-MATS

See Your Jobber or Write For Your Nearest Distributor

**WORLD'S FINEST STOVE and
ALL-PURPOSE UTILITY MATS**
More Sales!
Greater Volume! Bigger Profits!

PHOENIX TABLE MAT CO. 1315 W. Congress St., Chicago 7

4-STAR FAVORITE

by *Vaughan*



No. 174-M

**"UTILITY" Combination
SAFETY ROLL Opener**

- ★ Can Opener
- ★ Bottle Opener
- ★ Corkscrew
- ★ Canned Liquid Opener

Housewives love the convenience of this four-in-one kitchen aid. No need for separate openers — Vaughan's "UTILITY" Combination opens them all! Safety Roll feature rolls the edge smooth as it opens square, round or oval cans

easily, quickly and safely. Automatic spring adjustment prevents binding or slipping — holds can securely for pouring preheated contents. Made of heavy gauge steel, heavily nickel plated. Individually carded. Retail price—39c

Vaughan

VAUGHAN MFG., CO.
3211 Carroll Ave. • Chicago 24, Ill.
Half-Century of Quality and Service

World's Largest
Manufacturer of
Bottle Openers
and Can Openers

TWINCO Dog Combs

retail price
49¢ each

A POPULAR
FAST-SELLING
ITEM . . .

ATTRACTIVE COUNTER
DISPLAY PACKAGE



NATIONALLY
ADVERTISED

TWINCO QUALITY FEATURES

- Strong, Spring Steel Teeth
- Attractive Red or Green Handles
- Rounded Points
- Chrome Plated
- Rustless
- 12 to a box

Order now from
jobber or write
direct.

THE
WINSTED CO.
WINSTED, CONN.

SIMONSEN BOXES

America's Fastest Selling
TOOL CASE

- Heavy gauge steel construction.
- Four cantilever trays.
- Electrically welded continuous piano hinges.
- Hammer baked enamel finish.
- Two side bolts, one center locking hasp.
- Size 18" x 10 1/2" x 13".
- Also in 20" and 24" sizes.



No.
184-H

SIMONSEN INDUSTRIES INC.
1410 S. MICHIGAN AVE.
CHICAGO, ILLINOIS

**KILGORE HELPS YOU SELL . . .
With CONSUMER Advertising
in These Magazines!**

Kilgore is the only toy cap pistol, paper cap, and holster set manufacturer to focus the attention of millions on their line of western toys with national consumer advertising. Kilgore ads will appear in the December issues that come out as follows: Esquire Nov. 8th, Holiday Nov. 15th, Farm Journal Nov. 20th, Sports Afield Nov. 24th, and Saturday Evening Post Nov. 29th.

THE KILGORE MANUFACTURING CO.
Westerville, Ohio



THE COMPLETE LINE for the TRADE

100% AMERICAN
MADE

UNDERWRITERS
APPROVED

BUY FROM YOUR JOBBER AND
ASK FOR "POLLY"

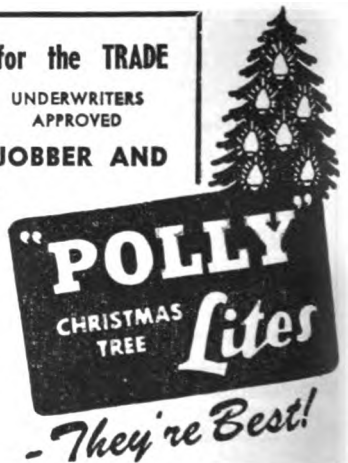
Catalog and Prices on Request

We Cater
to the Wholesaler

LEO POLLOCK CO.

Mrs.

NEW YORK 13



"POLLY"
CHRISTMAS
TREE
Lites

- They're Best!

Clark EXPANSIVE BIT

FOR HARD OR SOFT WOOD

Cuts easier—simplified design, no blade-slippage. Chrome vanadium steel blades, all chromed body. Quick, accurate adjustment; self-clearing lead screw. No. 250: 1/2"-1 1/2", retails \$1.69; No. 251: 3/4"-3", retails \$1.89. Guaranteed.

NATIONALLY ADVERTISED • SEE YOUR JOBBER OR WRITE

ROBERT H. CLARK COMPANY, Beverly Hills, California • Manufacturers of Fine Precision Cutting Tools



BRUNO HOLE CUTTER

FOR METAL, WOOD, PLASTICS

One Bruno Adjustable Hole Cutter replaces several fixed diameter cutters. High speed steel blade cuts clean, fast holes. Fits drill press, portable drill or hand brace. Easily set for any diameter. No. 100: 3/4"-1 1/2", retails \$2.50; No. 101: 1"-2 1/2", retails \$3.50. Guaranteed.



**LIGHTER • STRONGER
BETTER MADE**

PEERLESS HANDCUFFS



EASIEST TO SELL!

Carefully made and proven best by scientific tests; (drop test, Rockwell "B", tensile strength test). Peerless swivel will withstand 1200 lb. pull—and lock is specially engineered to foil shims or picking. Ask your customers to make their next pair—"Peerless".

PEERLESS HANDCUFF CO., Dept. H Springfield, Mass.

Rubyfluid
TRADE MARK REG.

SOLDERING FLUX
Liquid and Paste



For customer satisfaction and more profits to you.
Sells on sight from self-selling counter display cartons.

See your jobber or write
RUBY CHEMICAL CO.
58 McDowell St. Columbus, O.



**IT'S GOOD BUSINESS
TO SELL**

CLEVELAND CHAIN

The Cleveland Chain & Mfg. Co.
Cleveland 5, Ohio

CHAIN FOR EVERY NEED



**HAVE
YOUR CAKE
AND
SEE IT!**

Cake plate with transparent cover and colorful dish makes a sure selling combination for hot, dry weather. Made by Plas-Tex Corporation, this set keeps cakes fresh and moist. Dish may be used separately for table service.

PLAS-TEX

THE PLAS-TEX CORPORATION
2525 MILITARY AVENUE BOX 12396 LOS ANGELES 64, CALIF

NOW READY FOR '51



**A
SPARKLING
NEW
LINE OF**

UNION TACKLE BOXES

- ★ New, riveted-type tray supports—stronger; smoother operating; neater appearance.
- ★ Riveted hardware throughout—improves famous "Watertite" features of construction.
- ★ New, 13½" low-priced, two-tray model added to line.
- ★ 1951 line is competitively priced and offers a complete selection of sizes and styles.


Consult Your Jobber Today —
or Write Direct for Information

UNION STEEL CHEST CORP., LE ROY, N. Y.

88,000,000 POTENTIAL USERS WANT THE NEW #61

"FINGER-GRIP" HOLDER
ADJUSTABLE

FOR "PARKING" THINGS WHERE THEY WANT THEM!



Perfect for the Work Shop, Kitchen, Garage, Laboratory, etc.

6 adjustable spring steel clips on hard wood base, 15 inches long, ¾ inches thick. Ready for hanging. "Silent Salesman" card on each.

LIST PRICE
\$6.00 per doz.
See your Jobber or write.

Display 'em . . . you'll sell 'em

ARTHUR I. PLATT CO.
Fairfield, Conn.

BETTER HARDWARE DEALERS FROM COAST TO COAST

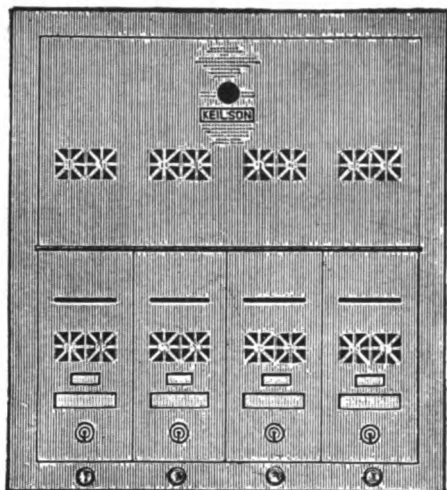
REPORT **ARISTO-MATS** VOLUME SALES

WORLD'S FINEST STOVE & ALL-PURPOSE UTILITY MATS

See Your Jobber or Write for Your Nearest Distributor
PHOENIX TABLE MAT CO., 1315 W. Congress St., Chicago 7

BOMMER

A trademark since 1876
 presents **"KEILSON"**
MAIL BOXES



GROUP "C" GANG

BOMMER SPRING HINGE CO. Inc.

BROOKLYN 5, NEW YORK
 CHICAGO SALES OFFICE: 180 N. WACKER DRIVE

MORE POPULAR THAN EVER!
Sells on Sight

The popular Stevens pocket Level is now available in 4 new brilliant metallic colors—red, blue, green and gold. Always a fast moving item—but now amazing. Made of $\frac{3}{8}$ " hex aluminum tubing it is $5\frac{1}{4}$ " long and has a sturdy pocket clip.

For complete details see your distributor or write direct.

There's a Stevens for every Level need.



2 cards
 of 6
 each
 per
 box



THE E. A. **STEVENS LEVEL** COMPANY
 NEWTON FALLS, OHIO

Weight
 per
 doz.,
 $\frac{3}{4}$ lb.

When You Know The Trade-Name—

of a certain product and want to know "Who Makes It?" look in the General Directory Section of the "Who Makes It?" Number of **HARDWARE AGE** for the trade-name. You'll find it listed alphabetically under the product heading of the item in question. Alongside the trade-name you will find the name of the manufacturer, also the address of the maker arranged alphabetically in the same list. Keep your "Who Makes It?" Number close at hand where it will serve your wants quickly.

HARDWARE AGE

100 East 42nd St.

New York 17, N. Y.

FOLLOW THE LEADER IN "Want Ad" ADVERTISING—

Year after year **HARDWARE AGE** has led its field in the volume of **CLASSIFIED** as well as **DISPLAY** advertising. Its classified columns bring together buyer and seller, employer and employee.

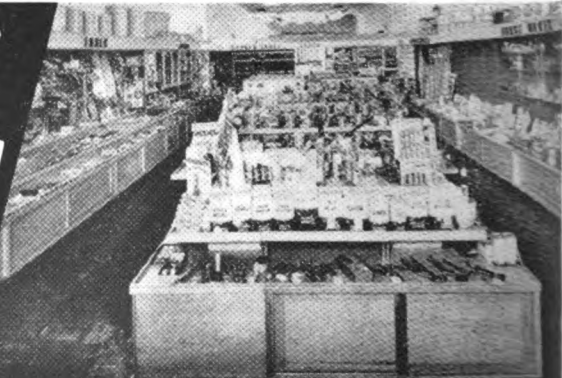
HARDWARE AGE Classified Opportunities Dept. 100 East 42nd Street, New York 17, N. Y.

Those who contact the hardware trade know from experience that **HARDWARE AGE** is the logical medium to use to secure **RESULTS** from their classified advertising. Follow the leader.

NOW! MODERNIZE - DRAW TRADE - INCREASE PROFITS

You'll find increased trade, sales and profits when you modernize with smart, new Heller Fixtures. Added attractiveness is imparted to your store and merchandise. The finest in construction and materials, the widest choice of designs, the sectional, interchangeable, sturdy, durable and warp proof qualities assure you of outstanding service and styling in Heller Fixtures. The quality found in Heller Fixtures is the trade mark of Heller's 59 years of experience in the industry. Send sketch of your store for free store plan and estimate. Ask for catalog No. 50.

**W
 I
 T
 H**



W.C. HELLER & CO.
 MONTPELIER, OHIO

Smart-New-Attractive **HELLER FIXTURES**



• **GREAT NECK SAW MFRS., INC.** • Mineola, N. Y. •

ENGINEERED QUALITY TOOLS SINCE 1919—at popular prices... Nationally Advertised Products



- back saws
- panel saws
- pruning saws
- block planes

- hand saws
- mitre saws
- wood chisels
- fore planes

FOR ACTION SALES...



- keyhole saws
- coping saw frames
- screw drivers
- jack planes

- back saw frames
- coping saws
- compass saws & nests
- smooth planes

SEE YOUR JOBBER IMMEDIATELY!

The Original TOWNSEND Wire Stretcher ★ One Man Operation

One man can stretch and staple fence quicker, easier, tighter. Saves labor, does a better job on single, barbed, or open-mesh wire fence. Many improved features make this favorite of 30 years even better. Every farmer and estate owner should own one. Write today for catalog page, information and prices.

Manufactured and Guaranteed by

SHELDON-WELLS CO.

KINZUA, PA.
Successors to
B. W. Townsend

COMPLETE "MIDGET" GARDEN TOOL DEPT!

- 24 Tools—10 Kinds
- All-steel display measures 13" x 22" x 24"

\$10⁷⁶

**GARDEX
"Self-Service"
MERCHANDISER**

Slightly higher For
West and South

New, sensational sales-maker gives you more profits from every inch of space. Price includes tools to retail for \$15.00 PLUS \$5.00 display.

ORDER TODAY
For Shipment Through Our Nearest Jobber

GARDEX INC. MICHIGAN CITY, INDIANA



Supertreated
Pot-morik
100% PURE LINSEED OIL

**"FOR BETTER PAINTING"
AND "101 NANDY USES"**

Send for free booklet

ARCHER-DANIELS-MIDLAND COMPANY
684 Reanoke Building • Minneapolis, Minnesota



CARPENTER'S
WOOD
AND ALUMINUM

MAYES LEVELS

ORIGINATED 1896

MAYES GUARANTEES ACCURACY, SERVICE
• AND DURABILITY •

MAYES BROS. TOOL MANUFACTURING CO., Inc. PORT AUSTIN, MICH.

MASON'S
WOOD
AND ALUMINUM

ASK YOUR DEALER
FOR
MAYES TOOLS

CATALOG FOR
ASKING

PERFECT . . . for PROFITS NEW Electric PAINT REMOVER

SAFE
(No open flame)

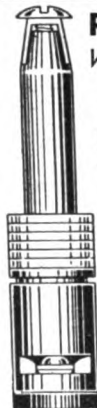


Write Today
For Profitable
Dealer Plan

**ONE YEAR
GUARANTEE**
Complete
parts replace-
ment. Elec-
trical cord
UL approved.

Removes paint from wood—flat, curved or irregular surfaces. Ideal for laying linoleum and asphalt tile, removing putty. Made for continuous comfortable operation. Handle will not heat up. Unit, chrome plated steel, operates on AC or DC current, 110-120V. Heating surface area 3 1/2" x 5 1/4".

THE B & L TOOL & MACHINE CO. West Main Street
PLAINVILLE, CONN.



RE-PLACE FAUCET STEMS EASILY WITH ONE STEM FOR 90% OF FAUCETS

Just install **CLEVALVE** in place of old stem, you get new stem, also new seat and body threads complete in one unit. Easily installed by anyone, no tapping, threading, reaming or special tools needed. Completely rebuilds faucets.

2 Models: B—Metal to metal seat

R—rubber seat

Left or right hand.

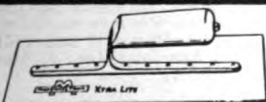
The original faucet insert. Our 13th year.

If your jobber cannot supply you write direct.

CLEVALVE
"T. M. Reg." U. S. Pat. Off.

THE CLEVELAND VALVE CO., CLEVELAND 11, OHIO
Copyrighted 1950, Cleveland Valve Co.

★ **MARSHALLTOWN TROWELS** ★
MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



Classified Advertising Rates

Help Wanted. Accounts Wanted Business Opportunities Representatives Wanted, etc.

Set solid, maximum, 50 words..... \$5.00
Each additional word..... .10

Positions Wanted

(Special Rate) set solid, maximum,
50 words \$2.00
Each additional word..... .05

Allow Seven Words for Keyed Address
or Your Address

*BOXED DISPLAY RATES \$8.00 Per Column Inch

Cuts or special borders not allowed.
*DISCOUNTS FOR BOXED DISPLAY ADS
5% discount for 4 or more insertions
No Agency Commission allowed on Classified
Advertising.

REMITTANCE MUST ACCOMPANY ORDER

Send check or money order,
not currency or stamps.

Samples of Merchandise, Literature, Catalogs,
etc., will not be forwarded to box number
advertisers unless accompanied by sufficient
postage for remailing.

HARDWARE AGE is published every other
Thursday. Classified forms close 15 days
previous to date of publication.

Address your correspondence and replies to

HARDWARE AGE Classified Opportunities Dept.

100 East 42nd St., New York 17, N. Y.

Help Wanted

WANTED EXPERIENCED CATALOG MAN
FOR PERMANENT POSITION in Midwest
Wholesale Organization. Address Box R-15,
care of **HARDWARE AGE**, 100 East 42nd St., New
York 17, N. Y.

Sales Representatives Wanted

NEW COMPANY MANUFACTURING ABRASIVE WHEELS PREPARED TO APPOINT SALES REPRESENTATIVES. VARIOUS LOCALITIES AVAILABLE.

Address Box R-28, care of **HARDWARE AGE**
100 East 42nd St., New York 17, N. Y.

MANUFACTURER of POPULAR
PRICED LINE of TOOLS, HARD-
WARE, HOUSEHOLD ITEMS wants
ACTIVE SALESMEN calling on job-
bers, chains and other quantity
users. State territory, experience,
references, lines now handling.

Address Box R-24, care of **HARDWARE AGE**,
100 East 42nd St., New York 17, N. Y.

MANUFACTURER IS INTERESTED IN CONTACTING A FEW NATIONAL SALES ORGANIZATIONS OR BROKERS

WHO WAREHOUSE STOCK AND
CARRY OWN ACCOUNTS. CAN
OFFER A FEW PROTECTED TER-
RITORIES STILL AVAILABLE ON
EXCLUSIVE BASIS TO AN ORGAN-
IZATION CONTACTING RETAIL AND
WHOLESALE HARDWARE, SEED,
FEED AND DEPARTMENT STORES,
SELLING OUR NEW LAWN SPRIN-
KLER. IN REPLY GIVE NUMBER
OF SALESMEN EMPLOYED AND
PREFERENCE OF TERRITORY.
ADDRESS ALL INQUIRIES TO—

M. F. ENGINEERING
P. O. BOX 328
BLUE ISLAND, ILLINOIS

Sales Representatives Wanted

SALESMEN WITH FOLLOWING SELL-
ING TOOLS to the Industrials, Railroads, Public
Utilities and Other Substantial Users of Tools.
Address Box R-27, care of **HARDWARE AGE**, 100
East 42nd St., New York 17, N. Y.

SALESMEN WANTED: To call on the Re-
tail Hardware Stores and Plumbers selling a
Complete line of Plumbing Goods for old well
known firm. All territories open. Commission
only. Address Box R-20, care of **HARDWARE AGE**,
100 East 42nd St., New York 17, N. Y.

SALESMEN OR FACTORY REPRESENTA-
TIVES who have a good following with the
hardware or housewares jobbing trade. We have
a few territories open. Our line is nationally
known. We pay high commissions. Excellent
year 'round sellers. Protected territory to pro-
ducers. Write General Sales Manager, Ohio
Products Company, North Madison 1, Ohio.

ORDER REPEATER. POPULAR PRICED
MIRROR LINE for the Home sells to Furn.,
Hdwe., Var. and Dept. Stores. Repeats 5 to 6
times annually, Big commissions. Only 2 Photos
necessary to sell from. Dandy side line. Rated
manufacturer. Write fully to Standard Art In-
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PROFITABLE SIDELINE—Fast Selling and
Repeating Heavy Duty Quality Rubber Door
Mats. Standard in every Hardware Store. Also
House-furnishing, floor-covering and Dept. Stores.
Good Commission. Wholesale and retail set-up.
Many territories still open. Full particulars to
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tacting hardware, sporting goods, lumber yards
and automotive suppliers in Lower Rio Grande
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Webb and Willacy Counties. Address Box R-25,
care of **HARDWARE AGE**, 100 East 42nd St., New
York 17, N. Y.

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ESTABLISHED AND WELL KNOWN in
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Delaware, Maryland, and District of Columbia;
seeks Hand or Small Tool Lines. Three men
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Covering all classes of jobbers. We will carry
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warehousing space, showroom facilities . . . is
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Positions Wanted

HARDWARE SALES EXECUTIVE AVAILABLE. Age 32, many years highly successful sales management and promotion hardware and allied lines. Five figures salary and incentive arrangement important but not so important as opportunity and full utilization of ability. Write for Experience Abstract to Box R-28, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

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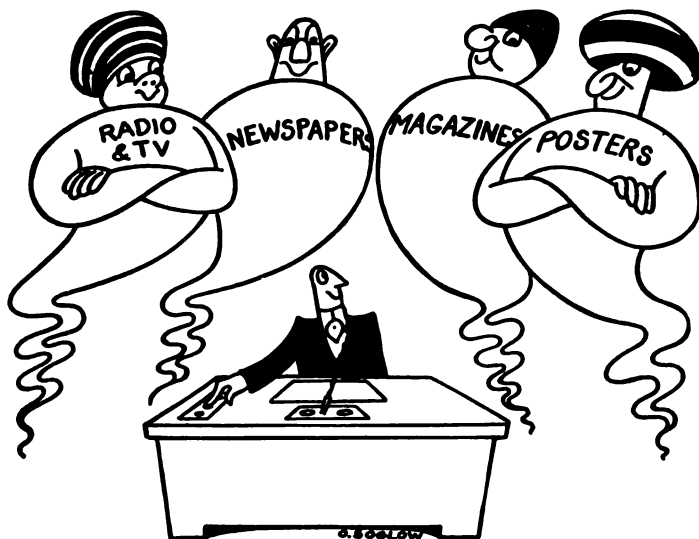
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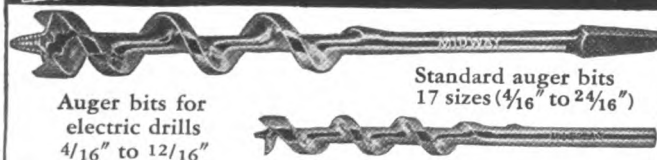
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Midway

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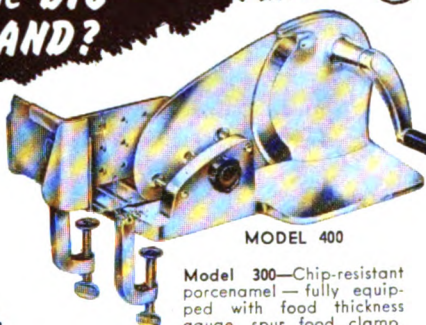
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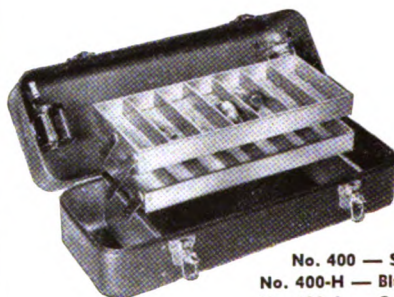
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UMCO FOLD-A-TRAY TACKLE BOXES

No. 400 — Satin Aluminum — \$7.95 Retail
No. 400-H — Blue Hammerloid — \$8.95 Retail
No. 400-A — Green Anodized — \$10.95 Retail

There's an UMCO all aluminum tackle box to fill the bill for any of your customers. For instance—the handsome Fold-A-Tray in any of its finishes. These roomy all aluminum boxes are 18" long and weigh only 3-1/3 pounds. 14 cork-lined compartments in cantilever double tray. Three big storage compartments underneath. Exclusive reel clips in cover. Seamless, wet proof, and rust proof. All Umco boxes are ideal for salt water fishing, especially the anodized model. Individually cartoned.

Feature these other Nationally advertised Umco Aluminum Boxes: Roll-A-Tray, The 500, The Tackle-N-Shell, Fly and Plug, The Utility. Ask your jobber or write:

UPPER MIDWEST MFG. COMPANY

1717 Fourth Avenue South

Minneapolis 4, Minnesota

GENUINE ORIGINAL

DOMES OF SILENCE

SELL ON SIGHT

when these attention-compelling containers, box or card are displayed on counters. Genuine DOMES OF SILENCE glide softly, silently, smoothly over all flooring; saves floors and furniture. For years the favorite with homeowners and furniture manufacturers.

One Set in a box—12 boxes in carton

SIZES
1 1/2" 1 1/4" 3/4"
1" 3/4" 1/2" 3/8"



One set on a Card.
12 Cards in a box.
SIZES
1 1/2" 1 1/4" 3/4"
1" 3/4" 1/2" 3/8"



Ask your jobber or write

DOMES OF SILENCE, Division of

ROBERT E. MILLER & CO. INC.

35 PEARL STREET

NEW YORK CITY

Red Devil FP23

HOME FLOOR

POLISHER!

ZING! Up go sales. Be the first to hear the happy music of an active cash register. Housewives hate the job of waxing floors by hand, and only high costs caused them to put up with it. Now RED DEVIL offers the top quality, powerful No. FP23 HOME FLOOR POLISHER at a price within the reach of everyone. It offers obvious holiday, and gift possibilities, too.

Weights only 6 lbs. 9 ozs., but quickly does the work of a professional model—a child can operate it . . . Gets under furniture, rugs, drapes with safety . . . goes close to baseboards . . . polishes ANY flat surface including walls and furniture tops. Top flight designing, long-lasting hammered finish make for real saleability.



Labeled by the
Underwriters'
Laboratories

Amazing Low Price
\$29.95
RETAIL



SPECIFICATIONS

COLOR: Silver-Gray, hammered lacquer finish.

MOTOR: 1/12 horsepower, 110-130 Volts Universal (A.C.-D.C.) motor. (220 Volts on special order.)

BRUSH UNIT: 6 inch diameter, twelve genuine bristle brushes enclosed in felt buffer ring—8½ inch total diameter.

BRUSH SPEED: 5,000 R.P.M. on floor.

CORD: 25 feet gray, Underwriters' labeled cord.

WEIGHT: Only 6 pounds, 9 ounces.

SHIPPED ONE TO A CARTON; WEIGHT 10 POUNDS.

POLISHES and BUFFS AT SAME TIME

Finest bristle brush and felt buffing ring unit. Knee action spring and vacuum pressure keep brushes on the floor at all times. Brushes are totally enclosed. Buffing ring removes all swirl marks. FP23 can't "run away".

Visit Booth 217, Retail Paint & Wallpaper Conv., Atlantic City, Nov. 30-Dec. 3.



Tie-In with Big National Advertising—Send for Free Broadside Showing Actual Ads., Free Dealer Helps, etc.

Red Devil Tools.

IRVINGTON 11, NEW JERSEY, U. S. A.

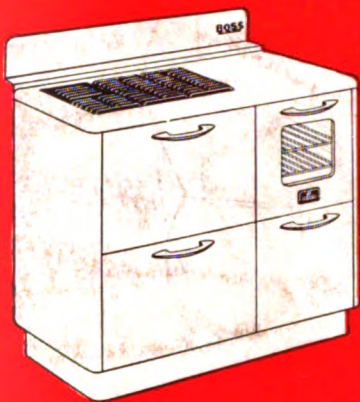
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BOSS KEROSENE APPLIANCES

Complete Line
Stoves and Ranges



Every Boss
A Genuine Leader



THERE'S ALWAYS A SALE FOR BOSS KEROSENE APPLIANCES

BOSS has a Range or Stove filling every cooking need — fitting every cooking space — suiting every family purse.

BOSS Kerosene Ranges have these advantages combined in no other kind of modern cooking range:

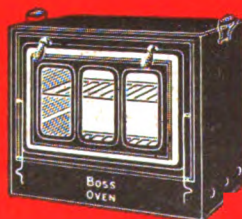
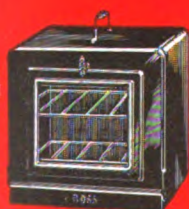
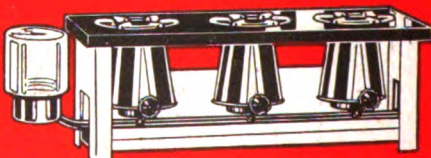
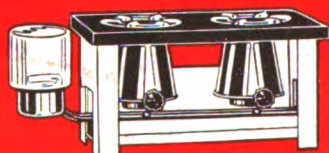
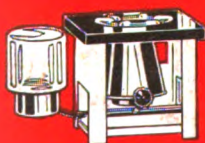
- *Not dependent on outside public fuel service*
- *No expense of installing*
- *Moveable anywhere, anytime*
- *Modern step-saving features*
- *Fast, clean, cool, safe cooking*
- *Lowest cost of operation*
- *Kerosene always available*

DEALERS — Thousands of families prefer **BOSS** Kerosene Cooking to any other kind—

SEND FOR DESCRIPTIVE LITERATURE

BOSS

KEROSENE RANGES



HEATERS

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OVENS**